

University of North Bengal
Centre for Distance and Online Education
Assignment questions.
Subject : Commerce
UG B.Com
Paper type: VAC
Paper Code: UDIMVAC1002B
Paper Title: DIGITAL MARKETING

Group A

12 Marks

1. i. Distinguish between Traditional marketing and Digital marketing.
- ii. Discuss the “POEM Framework” in the context of Digital Marketing Process.
- iii. Briefly discuss the significance of web analytics. 4+4+4= 12

Group B

8 Marks

2. i. Discuss the different types of advertisement format that are used in Social Media Marketing. 8