

S-2879

Sub. Code

23VBF1C1

B.Voc. DEGREE EXAMINATION, APRIL 2024

First Semester

Banking and Financial Service

BASICS OF BANKING

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you understand by the term 'banker'?
2. What is 'Unit Banking'?
3. List out the scheduled banks.
4. What is Small finance bank?
5. Define 'Credit Creation'.
6. State the need for commercial bank?
7. State the objectives of a Money market?
8. What is 'Open Market Operations'?
9. Give two examples for negligence under remote grounds.
10. What is conversion?

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) State the advantages of Branch Banking.

Or

- (b) What is offshore banking? What are its advantages?

12. (a) What is a payment Bank? Bring out its importance.

Or

- (b) Write a short notes on: (i) National housing bank
(ii) Exim bank

13. (a) Explain the investment policy of Banks.

Or

- (b) Explain the priority sectors.

14. (a) Distinguish between a money market and a capital market.

Or

- (b) State the functions of RBI.

15. (a) What are the precautions to be taken before opening the bank account?

Or

- (b) Discuss the banker's right to close the account of a customer.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the classification of banks in India.
 17. Explain the role of RRB in providing rural finance.
 18. Explain the technique of credit creation.
 19. What steps have been taken in recent years to make the Indian money market a developed one?
 20. What is debit card and explain its importance?
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S-2880

Sub. Code

23VBF1C2

B.Voc. DEGREE EXAMINATION, APRIL 2024

First Semester

Banking and Financial Service

INTRODUCTION TO INSURANCE

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Why do we need insurance?
2. What is risk?
3. Why do we need life insurance?
4. State any three advantages of marine insurance.
5. What is hazards of residence?
6. What is IRDA?
7. Write a short note on Proximate cause?
8. What is 'nomination'?
9. Define insurance marketing?
10. What is cold canvassing?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) What are the classifications of insurance contracts?

Or

- (b) What are the functions of Insurance?

12. (a) Explain the different types of risk.

Or

- (b) Explain the various conditions of motor insurance policies.

13. (a) Enumerate the procedure for taking a life policy.

Or

- (b) Explain the functions of private sector insurance companies.

14. (a) Write a short notes on: (i) subrogation (ii) insurable interest.

Or

- (b) What are the advantages of nomination?

15. (a) What are the special features of insurance marketing?

Or

- (b) What are the special features of insurance products?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the Nature of insurance.
 17. What do you understand by annuity? Explain the special types of annuities issued by LIC.
 18. Explain the general services of an agent in insurance sector.
 19. Discuss the financial principles of insurance.
 20. What are the stages of personal selling in insurance?
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S-2881

Sub. Code

23VBFA1

B.Voc. DEGREE EXAMINATION, APRIL 2024

Banking and Financial Services

Allied – ECONOMICS FOR MANAGERS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write a short note on the scope of managerial economics.
2. What is meant by Managerial Economics?
3. What is meant by “safety margin”?
4. State the kinds of price elasticity.
5. What is production?
6. Briefly mention the use of isoquant curves.
7. What do you understand by the term ‘market clearing price’?
8. What are the objectives of Reserve Bank of India?
9. What is meant by monetary policy?
10. Define Business Cycle.

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) State the main sectors comprising a simple model of an economy.

Or

- (b) Explain the scope of Managerial Economics.

12. (a) What are the assumptions for the diminishing returns?

Or

- (b) Describe constant returns to scale.

13. (a) What are the uses of production function?

Or

- (b) Write a note on Law of Production?

14. (a) What are the features of perfect competition?

Or

- (b) Write a short note on the types of market structures.

15. (a) Discuss the various measures of money supply adopted by RBI.

Or

- (b) Discuss the benefits of Inflation.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Outline the role and responsibility of Managerial Economist.
 17. Explain the application of price elasticity of demand.
 18. Explain the concept of cost output relationship in the short and long run.
 19. Discuss the nature and functions of profit.
 20. What are the methods in computation of national income?
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S-2882

Sub. Code

**23VBF1G1/
23VSD1G1**

B.Voc. DEGREE EXAMINATION, APRIL 2024

First Semester

Banking and Financial Services

LIFE COPING SKILLS – BASIC

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer ALL questions.

1. What is low self-system?
2. What is Self concepts?
3. What is positive imaging?
4. Define Motivation?
5. What is success?
6. Define lifetime goal.
7. What do you mean by stress management?
8. What is coping with Failure?
9. Define Leader.
10. In Leadership, according to Sheela Murrary Bethel, How do you deal with difficult people?

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Describe the steps involved to improve your Self Esteem.

Or

- (b) State the characteristics of self concepts.

12. (a) Explain the Concepts of Motivation.

Or

- (b) Describe the advantages of High Self Esteem.

13. (a) Explain the importance of goal setting.

Or

- (b) Write the steps involved in goal setting.

14. (a) Explain the causes of Depression?

Or

- (b) Explain the kinds of fear.

15. (a) Write a short note on questioning.

Or

- (b) What are the ways of determining your anger responses?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Explain the factors influencing the self esteem.
 17. What are the four stages of Motivation to De-motivation?
 18. Explain the causes and impact of depression.
 19. What is goal and write the types of goals.
 20. Explain the characteristics of Successful Leadership.
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S-2883

Sub. Code

23VBF2C1

B.Voc. DEGREE EXAMINATION, APRIL 2024

Second Semester

Banking and Financial Services

FINANCIAL SERVICES

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(10 × 2 = 20)

Answer **all** questions.

1. List down the various forms of non fund based financial services.
2. What are preference shares?
3. What is private placement of shares?
4. What is rights issue?
5. What is prospectus?
6. What are treasury bills?
7. What is repo rate?
8. What is meant by open market operations?
9. Expand OTCEI and SEBI.
10. What is meant by listing of securities?

Section B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the characteristics of financial services.

Or

- (b) Point out the advantages of equity shares to investors and issuers.

12. (a) Define merchant banking. Point out its importance.

Or

- (b) What are the pros and cons of private placement of shares?

13. (a) What is a development Financial Institution? How does it differ from bank?

Or

- (b) What is IFCI? What is its present status?

14. (a) How does the RBI act as the Banker to the Government?

Or

- (b) Explain the features of Indian gilt edged securities market.

15. (a) What is OTCEI? What are its functions?

Or

- (b) 'Many investors do not prefer to invest in shares' – Explain.

Section C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the functions of Indian Financial System.
 17. Elaborate the services rendered by merchant bankers in post-issue management.
 18. Explain any five regulations of the SEBI meant for merchant banking intermediaries.
 19. Enumerate the role of the RBI in the management of gilt edged securities market.
 20. Give an account of the role of the NSE in the Indian Financial System.
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S-2884

Sub. Code

23VBF2C2

B.Voc. DEGREE EXAMINATION, APRIL 2024

Second Semester

Banking and Financial Services

DIGITAL BANKING

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(10 × 2 = 20)

Answer **all** questions.

1. What is ATM?
2. Mention any two benefits of digital banking.
3. What is WAN?
4. What is SWIFT?
5. Write the uses of Cash Recyclers.
6. How does the debit card differ from credit card?
7. What is OTP?
8. Expand IMPS and UPI.
9. What is M-PIN?
10. Identify any two problems faced by customers while using ATMs.

Section B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) What are the benefits of digital banking?

Or

- (b) What are the various services available in mobile banking?

12. (a) What are the disadvantages of LAN?

Or

- (b) Explain the features of INFINET.

13. (a) What are the differences between brown label ATM and white label ATM?

Or

- (b) Write the mechanism of working of the CDM.

14. (a) How does NEFT help a bank and its customers?

Or

- (b) What is RUPAY card? What are its special features?

15. (a) Explain the technology related issues in digital banking.

Or

- (b) Suggest any two steps to be taken by customers for avoiding digital banking frauds.

Section C

(3 × 10 = 30)

Answer any **three** questions.

16. Describe the various channels of digital banking.
 17. Explain the various components of Core Banking System.
 18. Describe the different types of ATMS.
 19. What is UPI Why is so popular in India?
 20. Discuss the risks in digital banking.
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S-2885

Sub. Code

23VBFA2

B.Voc. DEGREE EXAMINATION, APRIL 2024

Banking and Financial Services

Allied – ELEMENTS OF ACCOUNTING

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Double Entry System?
2. What is cash book?
3. What is net profit?
4. How do you show closing stock given in adjustments while preparing Final Accounts?
5. What is a 'Statement of affairs'?
6. How do you find 'opening capital' under conversion method, if it is not given?
7. What do you mean by non-profit organizations?
8. What is a 'Receipts and Payment' Accounts?
9. What is 'scrap value'?
10. What is 'Diminishing Balance method of Depreciation'?

Part B

(5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Journalise the following transactions in the books of Hema.

2023

- Feb 1 Commenced business with Rs. 1,00,000
- 5 Purchased goods for cash Rs. 20,000 at 10% trade discount
- 9 Paid carriage Rs. 500
- 12 Purchased Machinery for Rs. 40,000
- 15 Sold goods to Senthil on account for Rs. 15,000

Or

- (b) Prepare Trial Balance from the following:

	Rs.		Rs.
Capital	9,000	Rent outstanding	1,000
Plant and Machinery	12,000	Opening stock	2,000
Purchases	8,000	Sales returns	4,000
Sales	12,000	Investments	14,000
Sundry creditors	8,000	Debtors	12,000
Bank loan	22,000		

12. (a) Calculate the gross profit and cost of goods sold from the following information :

Net sales Rs. 2,00,000

Gross profit is 25% on cost.

Or

- (b) The drawings of a proprietor for the year 2022 are Rs. 30,000. Profit for the year Rs. 50,000 and capital at the end Rs. 1,40,000. Calculate the capital at the beginning.

13. (a) State the limitations of single entry system.

Or

- (b) From the following particular, calculate the amount of total sales.

	Rs.
Stock in the beginning	4,000
Stock at the end	3,500
Purchases	20,000
Rate of gross profit on sale	1/5

14. (a) Distinguish between 'Receipts and Payments Account' and 'Income and Expenditure Account'.

Or

- (b) How the following will appear in Income and expenditure account of sports club for the year 31.12.2022 and in the Balance sheet on that date?

	Rs.
Stock of sports materials on 1.1.22	800
Stock of sports materials on 31.12.22	1,200
Purchase of sports materials during the year 2022	5,000
Sale of sports materials during the year 2022	300

15. (a) Explain the need for providing depreciation.

Or

- (b) An asset is purchased for Rs. 25,000. Depreciation is to be provided annually according to the straight line method. The useful life of the asset is 10 years and the residual value is Rs. 5,000.

You are required to find out the rate of depreciation and prepare the Asset A/c for the first three years.

Part C (3 × 10 = 30)

Answer any **three** questions.

16. Explain the different kinds of 'cash books' and their specific uses.
17. Prepare a Trading and Profit and Loss A/c for the year ended 31st December 2021 and Balance sheet as on that date from the following Trial Balance of Mr. Ramkumar.

	Rs.		Rs.
Drawings	45,000	Capital	3,71,070
Goodwill	90,000	Sales	98,780
Buildings	60,000	Return outwards	500
Machinery	40,000	Sundry creditors	6,300
B/R	6,000	Bills payable	9,000
Opening stock	40,000		
Purchases	51,000		
Wages	26,000		
Carriage outwards	500		
Carriage Inwards	1,000		
Salaries	35,000		
Rent	3,000		
Discount	1,100		
Repairs	2,300		

	Rs.	Rs.
Bank	25,000	
Cash	1,600	
Debtors	45,000	
Bad debts	1,200	
Sales returns	2,000	
Furniture	6,000	
Advertisement	3,500	
General expenses	450	
	4,85,650	4,85,600

Adjustments:

- (a) Closing stock was Rs. 25,000
- (b) Depreciate Machinery and furniture by 10%.
- (c) Outstanding wages Rs. 1,500.
- (d) Prepaid advertisement Rs. 500
- (e) Create 5% on debtors for bad debts as provision.

18. Prakash keeps his books by the 'single entry method' His position on 31.12.2022 and 31.12.2023 was as follows:

	2022	2023
	Rs.	Rs.
Cash in hand	200	300
Cash at bank	3,000	2,000
Stock in trade	20,000	19,000
Sundry debtors	8,500	14,000
Furniture	1,800	1,500
Plant	15,000	27,000
Sundry Creditors	22,000	29,000

During the year Prakash introduced Rs. 5,000 as further capital and withdrew Rs. 750 per moth.

From the above, prepare a statement showing the profit or loss made by him for the year ended 31.12.2023

19. The Calcutta Sports Club gives you the following Receipts and Payments A/c for the year ended 31st Dec. 2022

Receipts	Rs.	Payments	Rs.
To cash in hand	150	By Groundmen's fees	1,500
To cash at bank	2,100	By Mowing machine	1,100
To subscriptions	5,800	By Rent	500
To Tournament fund	1,500	By salaries to coaches	3,600
To life membership	2,000	By tournament expenses	900
To entrance fees	200	By office expenses, postage etc.	2,400
To donation for pavilion	3,000	By sports equipment purchased	1,200
To sale of grass	100	By cash in hand	350
		By cash at bank	3,300
	<u>14,850</u>		<u>14,850</u>

Additional details:

- (a) Subscriptions due on 31.12.2021 and 31.12.2022 were Rs. 900 and 800 respectively. Subscriptions received also include subscriptions for 2023, Rs. 200
- (b) Sports equipment on hand on 31.12.2021 was Rs. 1,100. The value placed on the equipment on hand on 31.12.2022 was Rs. 1,300
- (c) The mowing machine was purchased on 1.7.2022 and is to be depreciated at 20% per annum.

- (d) Office expenses include Rs. 300 for 2021 and Rs. 400 are still due for payment.
- (e) Tournament receipts and expenses are to be separated from general incomes and expenses.

Prepare Income and Expenditure A/c for the year 2022.

20. A company whose accounting year is the calendar year , purchased on 1.1.2021 machine for Rs. 40,000. It purchased further machinery on 1st Oct. 2021 for Rs. 20,000 and on 1st July 2022 for Rs. 10,000. On 1.7.2023, 1/4th of the machinery installed on 1.1.2021 became obsolete and was sold for Rs. 6,800.

Show how the machinery account would appear in the books of the company for all the 3 years under Diminishing Balance method. Depreciation is to be provided at 10% p.a.

S-2886

Sub. Code

23VBFA3

B.Voc. DEGREE EXAMINATION, APRIL 2024

Banking and Financial Services

Allied — BUSINESS MATHEMATICS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Provide a formula for the n th term.
2. Calculate the 10th term of the sequence: 2,5,8, 11,...
3. Calculate the present value of an annuity with quarterly payments of Rs.1,000 for 3 years at an interest rate of 6% per annum.
4. Simplify the expression $3x + 2y - 5x + 4y$.
5. Define logarithms.
6. Define subsets.
7. State any two differences between independent and dependent events.
8. Calculate the probability of rolling a sum of 7 with two fair six-sided dice.
9. Define the normal distribution.
10. Use De Morgan's Laws to simplify the following logical expression: $\neg(P \wedge Q)$ Solution.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the laws of logarithms and solve the equation $\log(x) = 2$.

Or

- (b) Discuss the significance of logarithms in real-life applications such as finance, engineering, and science. Provide examples.
12. (a) Draw Venn diagrams to represent the following situations:
- (i) Students who study Mathematics and English.
 - (ii) Even numbers less than 10.

Or

- (b) Explain subsets, unions, and intersections with examples.
13. (a) Solve the equation $\log(x) + \log(x - 4) = 2$ for x . Show your steps.

Or

- (b) Calculate the sine, cosine, and tangent of an angle in a right triangle with sides 5, 12, and 13 units.
14. (a) Calculate the probability of drawing a heart or a face card from a standard deck of cards.

Or

- (b) Calculate the probability of observing exactly 4 occurrences in a Poisson distribution with a mean of 3.

15. (a) $A = \{1, 2, 3, 4, 5\}$

$$B = \{3, 4, 5, 6, 7\}$$

$$C = \{2, 4, 6, 8\}$$

Find the following set operations:

(i) $A \cup B$

(ii) $A \cap C$

(iii) B/C

Or

- (b) Discuss the properties and the empirical rule of normal distribution.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. A shopkeeper purchased a batch of 50 items at a total cost of Rs.1,000. The shopkeeper sold all the items at a selling price that resulted in a total revenue of Rs.1,500. Calculate and analyze the following:

- (a) Calculate the cost price (CP) per item.
- (b) Determine the total profit earned by the shopkeeper.
- (c) Calculate the percentage profit earned based on the cost price.
- (d) If the selling price was Rs.1,400 instead of Rs.1,500, calculate the loss incurred by the shopkeeper.
- (e) Determine the percentage loss incurred based on the cost price.

17. Solve for x in the equation $\log_2(3x - 1) = 4$.

18. Logical expression E defined as:

$$E = (\neg A \wedge B) \vee (\neg C \wedge \neg D) .$$

- (a) Use De Morgan's Laws to rewrite E in its equivalent form using only negations, conjunctions, and disjunctions of the individual variables A, B, C, D.
- (b) Draw a truth table for E and its equivalent simplified form obtained from part (a) to demonstrate their equivalence.

19. Discuss the binomial distribution probability mass function and cumulative distribution function. Provide examples.

20. Discuss the applications of the normal distribution in business mathematics. Provide examples of situations where it is used for analysis and decision making.

S-2887

Sub. Code

23VBFA4

B.Voc. DEGREE EXAMINATION, APRIL 2024

Banking and Financial Services

Allied — BUSINESS STATISTICS

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Business Statistics.
2. What are classifications of data?
3. What are the different sampling designs?
4. Differentiate between mean, median and mode.
5. Write a short note on correlation.
6. List out the steps involved in calculating correlation coefficient.
7. What are the different types of index numbers used in business?
8. Write a short note on Paasche's index numbers.
9. How is time series important in business analysis.
10. Specify the methods of measuring trend in time series analysis.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the significance of business statistics in decision making.

Or

- (b) Explain the different types of sampling techniques used in business research.

12. (a) The weights (in kg) of 12 students in a class are: 52, 60, 58, 54, 60, 62, 56, 58, 60, 54, 55, 62. Calculate the arithmetic mean, median, and mode of these weights.

Or

- (b) Describe the Weighted mean. How is it calculated? Provide a real-life scenario where weighted mean is useful.

13. (a) Discuss the steps involved in simple linear regression analysis. Provide an example to illustrate.

Or

- (b) The study hours (in hours per week) and exam scores (out of 100) for 6 students are recorded as follows:

Study Hours: 4, 6, 5, 7, 3, 6

Exam Scores: 70, 75, 80, 85, 65, 78

Calculate the correlation coefficient between study hours and exam scores for these students.

14. (a) Explain the concept of base period in index numbers. How is it determined?

Or

- (b) Discuss the limitations of index numbers measuring changes in economic variables.
15. (a) Suppose you have the following data points (x, y) and want to fit a line $y = mx + b$ using the method of least squares:

(1, 3)

(2, 5)

(3, 7)

(4, 9)

Find the values of m and b that minimize the sum of squared residuals.

Or

- (b) Define seasonal variations in time series analysis. How are they identified and measured?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. The test scores of 25 students in a school are recorded as follows: 78, 82, 75, 88, 90, 85, 79, 81, 84, 83, 87, 76, 80, 85, 89, 82, 78, 86, 84, 77, 81, 79, 83, 85, 88.
- (a) Calculate the arithmetic mean, median, and mode of these test scores.
- (b) Interpret the results obtained from the measures of central tendency in the context of the students' performance. Discuss any observations or insights that can be derived from these calculations.

17. Elaborate the various types of sampling.
18. The heights (in inches) and weights (in pounds) of 10 individuals are recorded as follows:
Heights: 65, 68, 70, 63, 72, 66, 69, 71, 64, 67
Weights: 130, 150, 160, 125, 180, 140, 155, 165, 120, 135
Calculate the correlation coefficient between heights and weights for these individuals.
19. Explain the construction and uses of Fisher's Ideal Index. Discuss its advantages and limitations compared to other index numbers.
20. Define time series forecasting. Explain the different methods of forecasting with their applications in business scenarios. Provide examples to illustrate each method.

S-2888

Sub. Code

**23VBF2G1/
23VSD2G1**

B.Voc. DEGREE EXAMINATION, APRIL 2024

Second Semester

Banking and Financial Services/Software Development

LIFE COPING SKILLS-ADVANCED

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. Define self-esteem.
2. How to measuring success?
3. List the five C's of decision making.
4. State the ways to solve problems.
5. What is lateness problem?
6. Define shyness.
7. Mention the source of stress.
8. Write note on Negative Assertion.
9. Define communication.
10. Specify about questioning.

Part B

(5 × 5 = 25)

Answer **all** the questions, choosing either (a) or (b).

11. (a) Narrate how a person overcomes from obstacles.

Or

- (b) Explain about recipe for success.

12. (a) Enumerate the guidelines for problem solving.

Or

- (b) Describe about decision making.

13. (a) Write note on various types of stress.

Or

- (b) Discuss about how stress affect a person.

14. (a) Illustrate about self-criticism.

Or

- (b) Elucidate about the tactics of conflict management.

15. (a) Narrate the needed qualities for teamwork.

Or

- (b) Explain how to improve teamwork skills.

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Enumerate the qualities that make a man successful.

17. Narrate the principles for managing problems positively.

18. Elucidate in detail about time management and its significance.
 19. Write note on strategies for managing conflicts.
 20. Illustrate about benefits of team work in an organization.
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S-2889

Sub. Code

23VBF2S1

B.Voc. DEGREE EXAMINATION, APRIL 2024

Second Semester

Banking and Financial Services

FUNDAMENTALS OF DIGITAL MARKETING

(CBCS – 2023 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you understand by Traditional Marketing?
2. Spell out the need of Digital Marketing.
3. Recall the Elements of Digital Marketing Mix.
4. What is Copywriting?
5. List out the benefits of Social Media Marketing.
6. What is LinkedIn Marketing?
7. Why Digital Advertising is required?
8. What is You Tube Advertisements?
9. Spell out the meaning of Mail Chimp.
10. Narrate the benefits of Mobile Marketing.

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Explain the Advantages of Digital Marketing.

Or

- (b) Identify the limiting factor of Traditional Marketing.

12. (a) State the Contents of Copywriting.

Or

- (b) Distinguish between Influencer Marketing and Celebrity Endorsements.

13. (a) State the ways to create Twitter Marketing.

Or

- (b) Spell out the Significance of blogs.

14. (a) Point out the benefits of Digital Advertising.

Or

- (b) Recall the role of You Tube Advertisements in promoting the business.

15. (a) Narrate the types of E-mails.

Or

- (b) How B2B and B2C is supportive to Mobile Marketing?

Part C

(3 × 10 = 30)

Answer any **three** questions.

16. Discuss the Significance of Digital Marketing.
 17. 'Celebrity Endorsement is an Effective tool of Digital Advertisement' - Explain.
 18. Identify the Strategy of Instagram, blogs and Whats App in marketing the products.
 19. Evaluate the performance of You Tube Advertising in enhancing the sales.
 20. Examine the need of E-mail advertising in the current Scenario.
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