



# KONGU ARTS AND SCIENCE COLLEGE

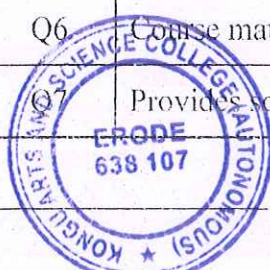
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ERODE - 638 107

## DEPARTMENT OF COMMERCE

### 20VCMDM- DIGITAL MARKETING - REPORT

| Name of the Value Added Course               | <b>DIGITAL MARKETING</b>   |
|--|--|
| Course code                                  | <b>20VCMDM</b>   |
| Course Coordinator                           | <b>Ms. KALAIVANI K.</b><br>Assistant Professor, Commerce   |
| Date   | Starting Date: 23.10.2021      Ending Date: 20.01.2022   |
| Duration of the Course                       | 40 Hours   |
| Total participants Enrolled                  | 65   |
| Successfully Completed                       | 59   |
| Type of Assessment                           | Objective and Descriptive  |
| Course Outcome                               | On Completion of this course the students will be able to <ul style="list-style-type: none"><li>❖ Know Digital Marketing Communication campaign and the evolution of digital marketing online activities</li><li>❖ Digital Marketing tools as a basic level</li><li>❖ Know about structure of Digital Marketing, Opportunities, applications, and business models and challenges</li></ul> |
| Outcome Attainment                           | 48 out of 59 Students scored above <b>60%</b> of Marks   |
| Feedback Question Analysis – Questions Asked |  |
| Q. No.                                       | Parameters   |
| Q1   | The Course content was in line with my expectations  |
| Q2   | General content of the Course  |
| Q3   | The Course provided additional knowledge and skill   |
| Q4   | Well-designed Practical sessions   |
| Q5   | Schedule of the classes and other relevant details have been informed promptly   |
| Q6   | Course materials provided were useful  |
|  | Provides scope for self-employment and fulfills the industrial needs   |



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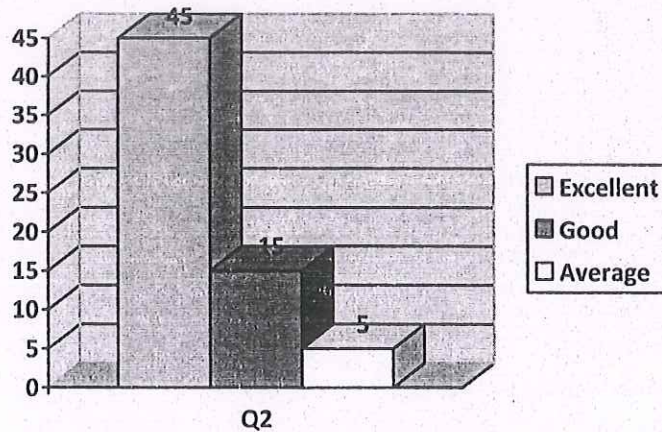
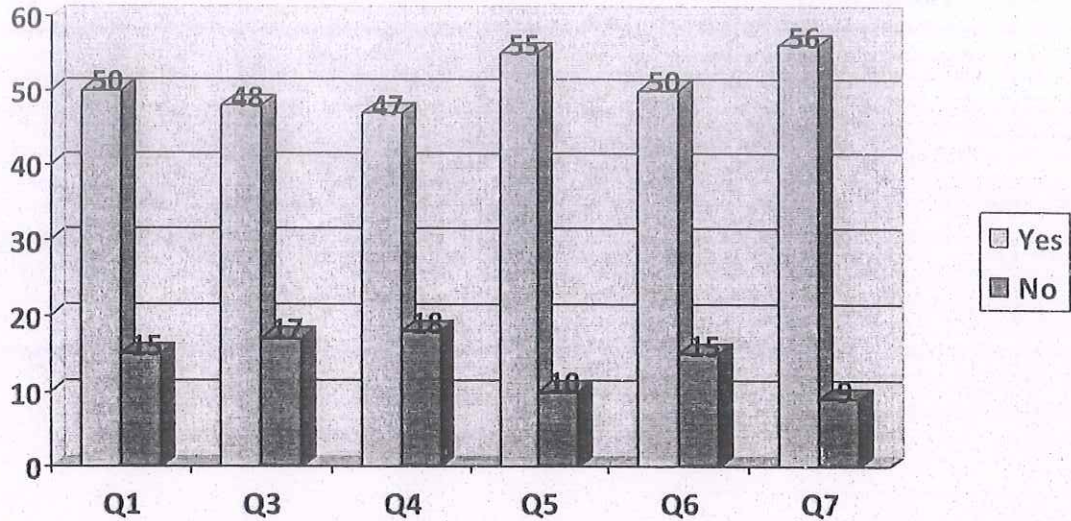


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## FEEDBACK RATINGS



*K.K.*  
Course Coordinator

*Dr. N. RAMAN*  
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*(Signature)*  
Head of the Department

HEAD OF THE DEPARTMENT  
DEPARTMENT OF COMMERCE  
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*(Signature)*  
Principal  
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DEPARTMENT OF COMMERCE

VALUE ADDED COURSE (2021 - 2022) - PROPOSAL

Date: 26.05.2021

Submitted to the Principal

We are planning to conduct a Value-Added Course titled "20VCMDM- DIGITAL MARKETING" for all Department Students. The course will be benefitting the students for their career and placement activities. We kindly request you to grant permission for conducting the same.

### COURSE DETAILS:

|  |   |   |
|--|---|---|
| Name of the Course                     | 20VCMDM - Digital Marketing.  |   |
| Duration of the Course                 | 40 Hours  |   |
| Conducting Department                  | Commerce  |   |
| Course Coordinator(s)                  | Ms.KALAIVANI K.<br>Assistant Professor, Commerce                                      |   |
| Assessment Type<br>(Total : 100 Marks) | <b>Section A</b><br>Answer All Questions<br>Objective Questions<br>( 25 x 1=25 Marks) | <b>Section B</b><br>Answer All Questions<br>Either or type<br>( 5 x 15 =75 Marks) |

### OUTCOMES:

On Completion of this course the students will be able to


- ❖ Know Digital Marketing Communication campaign and the evolution of digital marketing online activities
- ❖ Digital Marketing tools as a basic level
- ❖ Know about structure of Digital Marketing, Opportunities, applications, and business models and challenges.

  
Course Coordinator

  
Head of the Department



  
Principal

  
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HEAD OF THE DEPARTMENT KONGU ARTS AND SCIENCE COLLEGE  
DEPARTMENT OF COMMERCE (AUTONOMOUS)  
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## DEPARTMENT OF COMMERCE

### VALUE ADDED COURSE (2021- 2022) – CIRCULAR

Date: 14.07.2021

Ref. No.: KASC-AE/COM/VAC/2021-22/01

It is informed that Value Added Course on “20VCMDM– DIGITAL MARKETING” will be conducted from 23.10.2021 (Saturday). Registration will be on First-Come First-Serve basis. Students are asked to enroll your names for the above mentioned course as earlier as possible through Google form link.

| III Year  | II Year   | I Year  |
|---|---|---|
| <a href="https://tinyurl.com/yybu26kr">https://tinyurl.com/yybu26kr</a> | <a href="https://tinyurl.com/4w595scu">https://tinyurl.com/4w595scu</a> | <a href="https://tinyurl.com/3zafffr5">https://tinyurl.com/3zafffr5</a> |
| Last date for Registration :<br>29.07.2021                              | Last date for Registration :<br>05.08.2021                              | Last date for Registration :<br>15.10.2021                              |

HODs and respective Department Staff Members are instructed to follow-up the same. Your whole hearted co-operation is needed to conduct the sessions in a gentle manner.

Total instruction Hours : 40 Hours  
Course Coordinator : Ms. KALAIVANI K.  
Assistant Professor / Commerce  
Mail-id : kalai.dazzling@gmail.com

Head of the Department

HEAD OF THE DEPARTMENT  
DEPARTMENT OF COMMERCE  
KONGU ARTS AND SCIENCE COLLEGE  
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Copy to  
All Department Notice Board



Principal

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KASC ACADEMY OF EXCELLENCE

ACADEMIC YEAR 2021-2022



## VALUE ADDED COURSE ON

### DIGITAL MARKETING



## COURSE CONTENT

- Basic concept of Digital Marketing
- Search Engine Optimization
- Pay Per Click
- Digital Display Advertising
- E-Mail Marketing
- Social Media Marketing
- Google Analytics
- Digital Market Plan

## COURSE DURATION

**THEORY – 40 HOURS**

## FOR WHOM

**All the UG Students**

**ORGANISED BY**

**DEPARTMENT OF COMMERCE**

## COURSE OUTCOMES

Students will be able to

- Know Digital Marketing Communication campaign and the evolution of digital marketing online activities
- Digital Marketing tools as a basic level
- Know about structure of Digital Marketing, Opportunities, Applications and Business models and challenges

**Dr. N. RAMAN**

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NANJANAPURAM ERODE 638



## COORDINATOR

**Ms. K. Kalaivani**  
Assistant Professor

Department of Commerce



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**ERODE – 638 107**

## DEPARTMENT OF COMMERCE

### VALUE ADDED COURSE – SYLLABUS


#### 20VCMDM– DIGITAL MARKETING

**Course Objective:** To enable the students to understand about business management and marketing in particular, use online business concepts and plan about online marketing, execute the plan and evaluate it.

#### PAPER –1 DIGITAL MARKETING STRATEGIES

|  |                                    |                             |
|--|------------------------------------|-----------------------------|
| <b>UNIT I</b>  | <b>Introduction</b>                | 4 Hours                     |
| Digital Marketing: Introduction – Definition – Features – 3i Principles: Initiate, Iterate, Integrate - Benefits of digital marketing.   |                                    |                             |
| <b>UNIT II</b>   | <b>Search Engine Optimization</b>  | 4 Hours                     |
| Search Engine Optimization: Introduction to Search Engines Result Positioning – Search Behavior – On page optimization-Off Page Optimization.  |                                    |                             |
| <b>UNIT III</b>  | <b>Pay Per Click</b>               | 4 Hours                     |
| Pay per click: Goals – Setup –Goals, cost, quality of SEO –setup account for Google add words and Campaign-Navigating SEO.   |                                    |                             |
| <b>UNIT IV</b>   | <b>Digital Display Advertising</b> | 4 Hours                     |
| Digital display advertising: Definition – Formal advertising –Informal advertising-An Industry overview (Offline and Online)-format – Configure –benefits and challenges of display advertising. |                                    |                             |
| <b>UNIT V</b>  | <b>E-mail Marketing</b>            | 4 Hours                     |
| E-mail marketing: Data –Process –subscriber management-(offline and online) –customer life cycle- Interaction process – ESPs – Reporting and analysis.   |                                    |                             |
|  |                                    | <b>Total Hours</b> 20 Hours |



  
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DEPARTMENT OF COMMERCE

VALUE ADDED COURSE – SYLLABUS

20VCMDM– DIGITAL MARKETING

PAPER –2 DIGITAL MARKETING CAMPAIGN

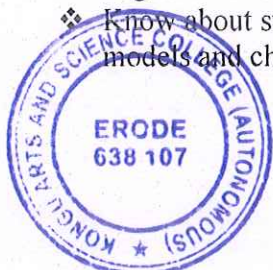
|   |                               |          |
|---|-------------------------------|----------|
| <b>UNIT I</b>   | <b>Introduction</b>           | 4 Hours  |
| Social Media Marketing: Introduction -Benefits – Media types –stakeholders of SMM-channels<br>(Face book, Twitter, Linked In, Google+, You tube, Blogs)   |                               |          |
| <b>UNIT II</b>  | <b>Social Media Marketing</b> | 4 Hours  |
| Social Media Marketing: Usage of Social Media Marketing- additional platforms: Twitter,<br>Instagram, pinterest, snap chat –Advertizing and Analytics   |                               |          |
| <b>UNIT III</b>   | <b>Mobile Marketing</b>       | 4 Hours  |
| Mobile Marketing- Mobile industry- opportunities – challenges – mobile optimized websites-App<br>development – proximity marketing – SMS marketing –mobile analytics- emerging and current<br>trends. |                               |          |
| <b>UNIT IV</b>  | <b>Google Analytics</b>       | 4 Hours  |
| Google analytics :concepts – terms –overview –monitor-Audience overview –behaviour-Acquisition<br>–Attribution –Customization-KPIs.   |                               |          |
| <b>UNIT V</b>   | <b>Digital Market Plan</b>    | 4 Hours  |
| Strategy and planning: Digital market plan-structure –approach –situation analysis –Information<br>gathering-Multiscreening – Objectives – Budget.  |                               |          |
| <b>Total Hours</b>  |                               | 20 Hours |


## Reference Books:

1. Ian Dodson, "The Art of Digital Marketing", Wiley India Pvt Ltd, 2016.
2. Damian Ryan, "Understanding Digital Marketing", Kogan Page Ltd(USA), 2017.
3. Puneet Singh Bhatia, "Fundamentals of Digital Marketing", Kindle Edition, 2017.

On Completion of this course the students will be able to

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- ❖ Digital Marketing tools as a basic level
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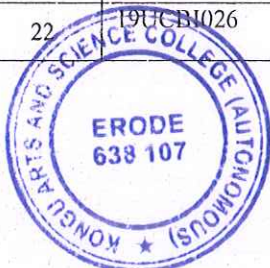
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DEPARTMENT OF COMMERCE

ACADEMIC YEAR : 2021- 2022

## 20VCMDM- DIGITAL MARKETING - FINAL ENROLMENT LIST

| S. No. | REG. NO.  | NAME OF THE STUDENT | CLASS   |
|--------|-----------|---------------------|---|
| 1      | 19UCDV015 | NIVAS. P            | III B.SC COSTUME DESIGN & FASHION(VOCATIONAL) |
| 2      | 19UCDV027 | UDHAYA SREE SV      | III B.SC COSTUME DESIGN & FASHION(VOCATIONAL) |
| 3      | 19UCOS038 | PARTHASARATHY M     | III B.SC COMPUTER SCIENCE                     |
| 4      | 19UCOS055 | VIGNESHKUMAR K      | III B.SC COMPUTER SCIENCE                     |
| 5      | 19UCOS018 | INDUVADANE.S        | III B.SC COMPUTER SCIENCE                     |
| 6      | 19UCIT019 | KAVIYA S J          | III B.SC INFORMATION TECHNOLOGY               |
| 7      | 19UCIT031 | NIMMITHA.S          | III B.SC INFORMATION TECHNOLOGY               |
| 8      | 19UBCA008 | ASHWIN S            | III BCA                                       |
| 9      | 19UBCA039 | PRASANTH D          | III BCA                                       |
| 10     | 19UCSC013 | FASHAL. J           | III B.COM CORPORATE SECRETARYSHIP(CA)         |
| 11     | 19UCSC050 | SREEVARDHAN.R       | III B.COM CORPORATE SECRETARYSHIP(CA)         |
| 12     | 19UCSC053 | SRIVISHNU.R         | III B.COM CORPORATE SECRETARYSHIP(CA)         |
| 13     | 19UCPA008 | DHARSHINI.V         | III B.COM (PROFESSIONAL ACCOUNTING)           |
| 14     | 19UCPA010 | DHENUKA R           | III B.COM (PROFESSIONAL ACCOUNTING)           |
| 15     | 19UCPA038 | SARANYA V           | III B.COM (PROFESSIONAL ACCOUNTING)           |
| 16     | 19UCPA047 | SRUTHI S            | III B.COM (PROFESSIONAL ACCOUNTING)           |
| 17     | 19UCOM001 | AATHI P             | III B.COM                                     |
| 18     | 19UCOM041 | ROHITH V            | III B.COM                                     |
| 19     | 19UCOM044 | SAUMYA S            | III B.COM                                     |
| 20     | 19UCBI001 | AKASH.M             | III B.COM (BANKING AND INSURANCE)             |
| 21     | 19UCBI022 | JAYANTHINATHAN J    | III B.COM (BANKING AND INSURANCE)             |
| 22     | 19UCBI026 | JIJENDRAN B         | III B.COM (BANKING AND INSURANCE)             |



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ACADEMIC YEAR : 2021- 2022

## 20VCMDM– DIGITAL MARKETING - FINAL ENROLMENT LIST

| S.NO. | REG. NO.  | NAME                 | CLASS                             |
|-------|-----------|----------------------|-----------------------------------|
| 23    | 19UCBI041 | RAHUL K .            | III B.COM (BANKING AND INSURANCE) |
| 24    | 19UCBI048 | SRINIVAS. P          | III B.COM (BANKING AND INSURANCE) |
| 25    | 19UCBI049 | SRIVATHSAN S S       | III B.COM (BANKING AND INSURANCE) |
| 26    | 19UCBI052 | THAMEEM S            | III B.COM (BANKING AND INSURANCE) |
| 27    | 19UCBI006 | AYSHA RISALA J       | III B.COM (BANKING AND INSURANCE) |
| 28    | 19UCBI021 | JANA HARSHINI R      | III B.COM (BANKING AND INSURANCE) |
| 29    | 19UCBI036 | NITHYA N             | III B.COM (BANKING AND INSURANCE) |
| 30    | 19UCBI040 | PRIYADHARSHINI S     | III B.COM (BANKING AND INSURANCE) |
| 31    | 19UCBI042 | SABARIYA. M          | III B.COM (BANKING AND INSURANCE) |
| 32    | 19ICBI045 | SANTHYA.A.S.         | III B.COM (BANKING AND INSURANCE) |
| 33    | 19UCBI046 | SANTHYA .S           | III B.COM (BANKING AND INSURANCE) |
| 34    | 19UCBI053 | VAISHNAVI K          | III B.COM (BANKING AND INSURANCE) |
| 35    | 19UCBI054 | VARSHA P             | III B.COM (BANKING AND INSURANCE) |
| 36    | 19UCBI055 | VEDHANANDHINI M      | III B.COM (BANKING AND INSURANCE) |
| 37    | 19UCCA016 | KABILAN. L           | III B.COM(CA)                     |
| 38    | 19UCCA018 | KAVIN. C             | III B.COM(CA)                     |
| 39    | 19UCCA031 | NIDISH KUMAR R       | III B.COM(CA)                     |
| 40    | 19UCCA049 | SRIBOOPATHI P        | III B.COM(CA)                     |
| 41    | 19UCCA004 | DHANUSUYA. R         | III B.COM(CA)                     |
| 42    | 19UCCA021 | KIRUTHIKA.K          | III B.COM(CA)                     |
| 43    | 19UCCA047 | SHRI ATSHAYASUJANA M | III B.COM(CA)                     |
| 44    | 19UCCA060 | YOGESHWARI. S        | III B.COM(CA)                     |
| 45    | 19UMAT003 | ARUN B               | III B.SC MATHEMATICS              |
| 46    | 19UMAT004 | BALAJI D             | III B.SC MATHEMATICS              |
| 47    | 19UMAT008 | DHARANI THARAN V P   | III B.SC MATHEMATICS              |



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DEPARTMENT OF COMMERCE

ACADEMIC YEAR : 2021- 2022

## 20VCMDM- DIGITAL MARKETING - FINAL ENROLMENT LIST

| S.NO. | REG. NO.  | NAME                 | CLASS                            |
|-------|-----------|----------------------|----------------------------------|
| 48    | 19UMAT014 | HARIRAJ V            | III B.SC MATHEMATICS             |
| 49    | 19UMAT020 | KAARTHIK BALAJI A    | III B.SC MATHEMATICS             |
| 50    | 19UMAT034 | NITHIANAND D         | III B.SC MATHEMATICS             |
| 51    | 19UMAT049 | SATHEESH KUMAR A     | III B.SC MATHEMATICS             |
| 52    | 19UMAT116 | SUREKA S             | III B.SC MATHEMATICS             |
| 53    | 19UPHY002 | AKILESH M            | III B.SC PHYSICS                 |
| 54    | 19UPHY015 | KANNAN M             | III B.SC PHYSICS                 |
| 55    | 19UPHY017 | KAVIARASU KUMAR.K    | III B.SC PHYSICS                 |
| 56    | 19UPHY021 | MELCHIOR RENOLDIN. H | III B.SC PHYSICS                 |
| 57    | 19UPHY026 | NOBLEDAVID A         | III B.SC PHYSICS                 |
| 58    | 19UPHY028 | PRAVIN KUMAR P       | III B.SC PHYSICS                 |
| 59    | 20UCBI029 | NATHISH K S          | II B.COM (BANKING AND INSURANCE) |
| 60    | 20UCBI037 | PRADEEP S            | II B.COM (BANKING AND INSURANCE) |
| 61    | 20UCBI039 | PRITHISH E           | II B.COM (BANKING AND INSURANCE) |
| 62    | 20UCBI051 | SRI BAGAVATHI M K    | II B.COM (BANKING AND INSURANCE) |
| 63    | 20UPSY003 | BHUVANESHWARAN S     | II B.SC PSYCHOLOGY               |
| 64    | 20UPSY006 | GOKUL C              | II B.SC PSYCHOLOGY               |
| 65    | 20UPSY030 | VINUSH R             | II B.SC PSYCHOLOGY               |

*K.K.L.*  
Course Coordinator



*[Signature]*  
Head of the Department

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ACADEMIC YEAR : 2021- 2022

## SCHEDULE FOR THE VALUE ADDED COURSE 20VCMDM– DIGITAL MARKETING

| S. No. | Date       | Time        | Topics Covered  | Theory Hours | Lab Hours |
|--------|------------|-------------|---|--------------|-----------|
| 1      | 23.10.2021 | 09.30-10.30 | <b>Paper 1 – Digital Marketing Strategies</b><br>Digital Marketing – Introduction, Meaning and Definition               | 1            | -         |
| 2      | 23.10.2021 | 10.40-11.40 | Difference between traditional marketing and digital marketing. Features and principles of digital marketing.           | 1            | -         |
| 3      | 23.10.2021 | 11.50-12.50 | Advantages and disadvantages of digital marketing.  | 1            | -         |
| 4      | 23.10.2021 | 1.30-2.30   | Current scenario in digital marketing.  | 1            | -         |
| 5      | 25.10.2021 | 3.20-4.20   | Search engine optimization - Introduction, Meaning, search engine results positioning.                                  | 1            | -         |
| 6      | 26.10.2021 | 3.20-4.20   | Search behaviour, Importance of SEO, Page optimisation.   | 1            | -         |
| 7      | 27.10.2021 | 3.20-4.20   | On Page optimization and its elements   | 1            | -         |
| 8      | 28.10.2021 | 3.20-4.20   | Off page optimization.<br>On-page SEO vs Off-page SEO   | 1            | -         |
| 9      | 29.10.2021 | 3.20-4.20   | Pay-Per-Click - setup of PPC  | 1            | -         |
| 10     | 30.10.2021 | 09.30-10.30 | Getting started with Google Ads   | 1            | -         |
| 11     | 30.10.2021 | 10.40-11.40 | Google Ads Cost   | 1            | -         |
| 12     | 30.10.2021 | 11.50-12.50 | How to Create a Google AdWords Account  | 1            | -         |
| 13     | 01.11.2021 | 3.20-4.20   | Digital Display Advertising - Introduction  | 1            | -         |
| 14     | 02.11.2021 | 3.20-4.20   | Types - Formal and Non-formal advertising   | 1            | -         |
| 15     | 06.11.2021 | 09.30-10.30 | Online and Offline Advertising – Features and Advantages  | 1            | -         |
| 16     | 06.11.2021 | 10.40-11.40 | Digital advertising format and Challenges in online advertising   | 1            | -         |
| 17     | 06.11.2021 | 11.50-12.50 | E-mail marketing : Data – Process   | 1            | -         |
| 18     | 08.11.2021 | 3.20-4.20   | Subscriber management(Offline and Online)   | 1            | -         |
| 19     | 09.11.2021 | 3.20-4.20   | Customer life cycle – Interaction process   | 1            | -         |
| 20     | 10.11.2021 | 3.20-4.20   | ESPs – Reporting and analysis   | 1            | -         |
| 21     | 11.11.2021 | 09.30-10.30 | <b>Paper 2 – Digital Marketing Campaign</b><br>Social Media Marketing: Introduction, Definition, Features and Benefits. | 1            | -         |
| 22     | 12.11.2021 | 10.40-11.40 | Social Media Marketing and its types, Popular media platforms and its examples  | 1            | -         |



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ACADEMIC YEAR : 2021-2022

## SCHEDULE FOR THE VALUE ADDED COURSE 20VCMDM- DIGITAL MARKETING

|  |            |             |   |                 |          |
|--|------------|-------------|---|-----------------|----------|
| 23   | 11.11.2021 | 11.50-12.50 | Stakeholder in social media marketing: Definition, Types and Role | 1               | -        |
| 24   | 12.11.2021 | 3.20-4.20   | Stakeholder in social media marketing: Channels and its services  | 1               | -        |
| 25   | 13.11.2021 | 3.20-4.20   | Uses of social media marketing                                    | 1               | -        |
| 26   | 27.11.2021 | 09.30-10.30 | Additional platforms: Twitter                                     | 1               | -        |
| 27   | 27.11.2021 | 10.40-11.40 | Instagram, Pinterest  | 1               | -        |
| 28   | 27.11.2021 | 11.50-12.50 | Snapchat - Uses   | 1               | -        |
| 29   | 29.11.2021 | 3.20-4.20   | Introduction - Mobile Marketing and Mobile phone industry         | 1               | -        |
| 30   | 30.11.2021 | 3.20-4.20   | Opportunities and Challenges of mobile phone industry.            | 1               | -        |
| 31   | 04.12.2021 | 09.30-10.30 | Mobile optimized websites. Mobile App development.                | 1               | -        |
| 32   | 04.12.2021 | 10.40-11.40 | Proximity Marketing   | 1               | -        |
| 33   | 04.12.2021 | 11.50-12.50 | Google Analytics- Introduction and Concepts                       | 1               | -        |
| 34   | 17.01.2022 | 09.30-10.30 | Terms of Google Analytics. Monitoring of Google Analytics         | 1               | -        |
| 35   | 17.01.2022 | 10.40-11.40 | Behaviour and Attribution of Google Analytics                     | 1               | -        |
| 36   | 19.01.2022 | 09.30-10.30 | Google Analytics Customization                                    | 1               | -        |
| 37   | 19.01.2022 | 10.40-11.40 | Strategies of digital marketing plan                              | 1               | -        |
| 38   | 19.01.2022 | 11.50-12.50 | Structure of digital marketing                                    | 1               | -        |
| 39   | 20.01.2022 | 09.30-10.30 | Situation analysis of digital marketing plan                      | 1               | -        |
| 40   | 20.01.2022 | 10.40-11.40 | Information Gathering & Multiscreening                            | 1               | -        |
| <b>Total</b>   |            |             |   | <b>40</b>       | <b>-</b> |
| <b>Total Hours (Theory + Lab)</b>  |            |             |   | <b>40 Hours</b> |          |
| <b>Assessment Date &amp; Time</b> : Paper 1 : 02.04.2022 (Saturday) & 10:00 am to 01:00 pm |            |             |   |                 |          |
| Paper 2 : 09.04.2022 (Saturday) & 10:00 am to 01:00 pm                                     |            |             |   |                 |          |
| <b>Type Of Assessment</b> : Objective And Descriptive Questions                            |            |             |   |                 |          |



Course Coordinator

**Dr. N. RAMAN**  
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**Head of the Department**  
HEAD OF THE DEPARTMENT  
DEPARTMENT OF COMMERCE  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
ERODE - 638 107.

**Principal**  
PRINCIPAL,  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
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# KONGU ARTS AND SCIENCE COLLEGE

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DEPARTMENT OF COMMERCE

20VCMDM- DIGITAL MARKETING - ATTENDANCE

| S. No. | REG. NO.  | NAME             | 23.10.21   | 23.10.21    | 23.10.21    | 23.10.21  | 25.10.21  | 26.10.21  | 27.10.21  | 28.10.21  | 29.10.21  | 30.10.21   |
|--------|-----------|------------------|------------|-------------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
|        |           |                  | 9:30-10:30 | 10:40-11:40 | 11:50-12:50 | 1:30-2:30 | 3:20-4:20 | 3:20-4:20 | 3:20-4:20 | 3:20-4:20 | 3:20-4:20 | 9:30-10:30 |
| 1      | 19UCDV015 | NIVAS. P         | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 2      | 19UCDV027 | UDHAYA SREE SV   | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 3      | 19UCOS038 | PARTHASARATHY M  | /          | /           | /           | /         | /         | /         | /         | Ab        | /         | /          |
| 4      | 19UCOS055 | VIGNESHKUMAR K   | /          | /           | /           | /         | /         | /         | /         | Ab        | /         | /          |
| 5      | 19UCOS018 | INDUVADANE.S     | /          | /           | /           | /         | /         | /         | /         | Ab        | /         | /          |
| 6      | 19UCIT019 | KAVIYA S J       | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 7      | 19UCIT031 | NIMMITHA.S       | /          | /           | /           | /         | /         | /         | /         | Ab        | /         | /          |
| 8      | 19UBCA008 | ASHWIN S         | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 9      | 19UBCA039 | PRASANTH D       | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 10     | 19UCSC013 | FASHAL. J        | /          | /           | /           | /         | Ab        | /         | /         | Ab        | /         | /          |
| 11     | 19UCSC050 | SREEVARDHAN.R    | /          | /           | /           | /         | /         | /         | /         | Ab        | /         | /          |
| 12     | 19UCSC053 | SRIVISHNU.R      | /          | /           | /           | /         | /         | /         | /         | Ab        | /         | /          |
| 13     | 19UCPA008 | DHARSHINI.V      | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 14     | 19UCPA010 | DHENUKA R        | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 15     | 19UCPA038 | SARANYA V        | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 16     | 19UCPA047 | SRUTHI S         | /          | /           | /           | /         | /         | /         | /         | Ab        | /         | /          |
| 17     | 19UCOM001 | AATHI P          | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 18     | 19UCOM041 | ROHITH V         | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 19     | 19UCOM044 | SAUMYA S         | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 20     | 19UCBI001 | AKASH.M          | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 21     | 19UCBI022 | JAYANTHINATHAN J | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 22     | 19UCBI026 | JIJENDRAN B      | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 23     | 19UCBI041 | RAHUL K          | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 24     | 19UCBI048 | SRINIVAS. P      | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 25     | 19UCBI049 | SRIVATHSAN S S   | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |



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# KONGU ARTS AND SCIENCE COLLEGE

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ERODE - 638 107

DEPARTMENT OF COMMERCE

20VCMMDM- DIGITAL MARKETING - ATTENDANCE

| S. No. | REG. NO.  | NAME                 | 23.10.21   | 23.10.21    | 23.10.21    | 23.10.21  | 25.10.21  | 26.10.21  | 27.10.21  | 28.10.21  | 29.10.21  | 30.10.21   |
|--------|-----------|----------------------|------------|-------------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
|        |           |                      | 9:30-10:30 | 10:40-11:40 | 11:50-12:50 | 1:30-2:30 | 3:20-4:20 | 3:20-4:20 | 3:20-4:20 | 3:20-4:20 | 3:20-4:20 | 9:30-10:30 |
| 26     | 19UCBI052 | THAMEEM S            | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 27     | 19UCBI006 | AYSHA RISALA J       | /          | /           | /           | /         | /         | Ab        | /         | /         | /         | /          |
| 28     | 19UCBI021 | JANAHARSHINI R       | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 29     | 19UCBI036 | NITHYA N             | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 30     | 19UCBI040 | PRIYADHARSHINI S     | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 31     | 19UCBI042 | SABARIYA. M          | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 32     | 19ICBI045 | SANTHYA.A.S.         | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 33     | 19UCBI046 | SANTHYA .S           | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 34     | 19UCBI053 | VAISHNAVI K          | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 35     | 19UCBI054 | VARSHA P             | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 36     | 19UCBI055 | VEDHANANDHINI M      | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 37     | 19UCCA016 | KABILAN. L           | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 38     | 19UCCA018 | KAVIN. C             | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 39     | 19UCCA031 | NIDISH KUMAR R       | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 40     | 19UCCA049 | SRIBOOPATHI P        | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 41     | 19UCCA004 | DHANUSUYA. R         | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 42     | 19UCCA021 | KIRUTHIKA.K          | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 43     | 19UCCA047 | SHRI ATSHAYASUJANA M | /          | /           | /           | /         | /         | /         | /         | /         | Ab        | /          |
| 44     | 19UCCA060 | YOGESHWARI. S        | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 45     | 19UMAT003 | ARUN B               | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 46     | 19UMAT004 | BALAJI D             | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 47     | 19UMAT008 | DHARANI THARAN V P   | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |
| 48     | 19UMAT014 | HARIRAJ V            | /          | /           | /           | /         | /         | /         | /         | /         | /         | /          |



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ERODE - 638 107

## DEPARTMENT OF COMMERCE

### 20VCMDM- DIGITAL MARKETING - ATTENDANCE

| S. No.   | REG. NO.  | NAME                 | Attendance           |            |             |           |           |           |           |           |           |           |           |   |
|--|-----------|----------------------|----------------------|------------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---|
|  |           |                      | 23.10.21             | 23.10.21   | 23.10.21    | 23.10.21  | 25.10.21  | 26.10.21  | 27.10.21  | 28.10.21  | 29.10.21  | 30.10.21  |           |   |
| 49   | 19UMAT020 | KAARTHIK BALAJI A    | 9:30-10:30           | 10:40-1:40 | 11:50-12:50 | 1:30-2:30 | 3:20-4:20 | 3:20-4:20 | 3:20-4:20 | 3:20-4:20 | 3:20-4:20 | 3:20-4:20 | 3:20-4:20 |   |
| 50   | 19UMAT034 | NITHIANAND D         | /                    | /          | /           | /         | /         | /         | /         | /         | /         | /         | /         |   |
| 51   | 19UMAT049 | SATHEESH KUMAR A     | /                    | /          | /           | /         | /         | /         | /         | /         | /         | /         | /         |   |
| 52   | 19UMAT116 | SUREKA S             | /                    | /          | /           | /         | /         | /         | /         | /         | /         | /         | /         |   |
| 53   | 19UPHY002 | AKILESH M            | /                    | /          | /           | /         | /         | /         | /         | /         | /         | Ab        | /         |   |
| 54   | 19UPHY015 | KANNAN M             | /                    | /          | /           | /         | /         | /         | /         | /         | /         | /         | /         |   |
| 55   | 19UPHY017 | KAVIARASU KUMAR.K    | /                    | /          | /           | /         | /         | /         | /         | /         | /         | /         | /         |   |
| 56   | 19UPHY021 | MELCHIOR RENOLDIN. H | /                    | /          | /           | /         | /         | /         | /         | /         | /         | /         | /         |   |
| 57   | 19UPHY026 | NOBLEDAVID A         | /                    | /          | /           | /         | /         | /         | /         | /         | /         | /         | /         |   |
| 58   | 19UPHY028 | PRAVIN KUMAR P       | /                    | /          | /           | /         | /         | /         | /         | /         | /         | /         | /         |   |
| 59   | 20UCBI029 | NATHISH K S          | JOINED ON 26.10.2021 |            |             |           |           | /         | /         | /         | /         | /         | /         | / |
| 60   | 20UCBI037 | PRADEEP S            | JOINED ON 26.10.2021 |            |             |           |           | /         | /         | /         | Ab        | /         | /         | / |
| 61   | 20UCBI039 | PRITHISH E           | JOINED ON 26.10.2021 |            |             |           |           | /         | /         | /         | Ab        | /         | /         | / |
| 62   | 20UCBI051 | SRI BAGAVATHI M K    | JOINED ON 26.10.2021 |            |             |           |           | /         | /         | /         | /         | /         | /         | / |
| Faculty Handling the Class   |           |                      | K.K                  | K.K        | EG          | TR        | BK        | BK        | EG        | TR        | K.K       | BK        |           |   |
| KK- K.KALAIVANI<br>BK- B.KEERTHANA<br>EG- E. GAYATHRI<br>TR- T.REVATHI |           |                      |                      |            |             |           |           |           |           |           |           |           |           |   |

Course Coordinator *K.K.*

Head of the Department *[Signature]*

Principal *[Signature]*

HEAD OF THE DEPARTMENT  
DEPARTMENT OF COMMERCE  
KONGU ARTS AND SCIENCE COLLEGE  
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PRINCIPAL,  
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*[Signature]*  
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DEPARTMENT OF COMMERCE

20VCMDDM- DIGITAL MARKETING - ATTENDANCE

| S. No. | REG. NO.  | NAME             | 30.10.21    | 30.10.21    | 1.11.21   | 2.11.21   | 6.11.21    | 6.11.21     | 6.11.21     | 8.11.21   | 9.11.21   | 10.11.21  |
|--------|-----------|------------------|-------------|-------------|-----------|-----------|------------|-------------|-------------|-----------|-----------|-----------|
|        |           |                  | 10:40-11:40 | 11:50-12:50 | 3:20-4:20 | 8:20-4:20 | 9:30-10:30 | 10:40-11:40 | 11:50-12:50 | 3:20-4:20 | 3:20-4:20 | 3:20-4:20 |
| 1      | 19UCDV015 | NIVAS. P         | /           | /           | /         | /         | Ab         | Ab          | Ab          | Ab        | Ab        | Ab        |
| 2      | 19UCDV027 | UDHAYA SREE SV   | /           | /           | /         | /         | Ab         | Ab          | Ab          | Ab        | Ab        | Ab        |
| 3      | 19UCOS038 | PARTHASARATHY M  | /           | /           | /         | /         | Ab         | Ab          | Ab          | Ab        | Ab        | Ab        |
| 4      | 19UCOS055 | VIGNESHKUMAR K   | /           | /           | /         | /         | Ab         | Ab          | Ab          | Ab        | Ab        | Ab        |
| 5      | 19UCOS018 | INDUVADANE.S     | /           | /           | /         | /         | Ab         | Ab          | Ab          | Ab        | Ab        | Ab        |
| 6      | 19UCIT019 | KAVIYA S J       | /           | /           | /         | /         | /          | /           | /           | /         | /         | /         |
| 7      | 19UCIT031 | NIMMITHA.S       | /           | /           | /         | /         | /          | /           | Ab          | Ab        | Ab        | Ab        |
| 8      | 19UBCA008 | ASHWIN S         | /           | /           | /         | /         | Ab         | Ab          | Ab          | Ab        | Ab        | Ab        |
| 9      | 19UBCA039 | PRASANTH D       | /           | /           | /         | /         | /          | /           | Ab          | Ab        | Ab        | Ab        |
| 10     | 19UCSC013 | FASHAL. J        | /           | /           | /         | /         | Ab         | Ab          | Ab          | Ab        | Ab        | Ab        |
| 11     | 19UCSC050 | SREEVARDHAN.R    | /           | /           | /         | /         | /          | /           | Ab          | Ab        | Ab        | Ab        |
| 12     | 19UCSC053 | SRIVISHNU.R      | /           | /           | /         | /         | Ab         | Ab          | Ab          | Ab        | Ab        | Ab        |
| 13     | 19UCPA008 | DHARSHINI.V      | /           | /           | /         | /         | /          | /           | Ab          | Ab        | Ab        | Ab        |
| 14     | 19UCPA010 | DHENUKA R        | /           | /           | /         | /         | /          | /           | Ab          | Ab        | Ab        | Ab        |
| 15     | 19UCPA038 | SARANYA V        | /           | /           | /         | /         | /          | /           | Ab          | Ab        | Ab        | Ab        |
| 16     | 19UCPA047 | SRUTHI S         | /           | /           | /         | /         | Ab         | Ab          | Ab          | Ab        | Ab        | Ab        |
| 17     | 19UCOM001 | AATHI P          | /           | /           | /         | /         | Ab         | Ab          | Ab          | Ab        | Ab        | Ab        |
| 18     | 19UCOM041 | ROHITH V         | /           | /           | /         | /         | /          | /           | Ab          | Ab        | Ab        | Ab        |
| 19     | 19UCOM044 | SAUMYA S         | /           | /           | /         | /         | /          | /           | Ab          | Ab        | Ab        | Ab        |
| 20     | 19UCBI001 | AKASH.M          | /           | /           | /         | /         | /          | /           | Ab          | Ab        | Ab        | Ab        |
| 21     | 19UCBI022 | JAYANTHINATHAN J | /           | /           | /         | /         | Ab         | Ab          | Ab          | Ab        | Ab        | Ab        |
| 22     | 19UCBI026 | JIJENDRAN B      | /           | /           | /         | /         | /          | /           | Ab          | Ab        | Ab        | Ab        |
| 23     | 19UCBI041 | RAHUL K          | /           | /           | /         | /         | /          | /           | Ab          | Ab        | Ab        | Ab        |
| 24     | 19UCBI048 | SRINIVAS. P      | /           | /           | /         | /         | /          | /           | Ab          | Ab        | Ab        | Ab        |
| 25     | 19UCBI049 | SRIVATHSAN S S   | /           | /           | /         | /         | Ab         | Ab          | Ab          | Ab        | Ab        | Ab        |



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DEPARTMENT OF COMMERCE

20VCMDM- DIGITAL MARKETING - ATTENDANCE

| S. No. | REG. NO.  | NAME                 | 30.10.21    | 30.10.21    | 1.11.21   | 2.11.21   | 6.11.21    | 6.11.21     | 6.11.21     | 8.11.21   | 9.11.21   | 10.11.21  |
|--------|-----------|----------------------|-------------|-------------|-----------|-----------|------------|-------------|-------------|-----------|-----------|-----------|
|        |           |                      | 10:40-11:40 | 11:50-12:50 | 3:20-4:20 | 3:20-4:20 | 9:30-10:30 | 10:40-11:40 | 11:50-12:50 | 3:20-4:20 | 3:20-4:20 | 3:20-4:20 |
| 26     | 19UCBI052 | THAMEEM S            | /           | /           | /         | /         | Ab         | Ab          | Ab          | Tham      | Tham      | Tham      |
| 27     | 19UCBI006 | AYSHA RISALA J       | /           | /           | /         | /         | /          | /           | /           | Ay        | Ay        | Ay        |
| 28     | 19UCBI021 | JANAHARSHINI R       | /           | /           | /         | /         | /          | /           | /           | Jan       | Jan       | Jan       |
| 29     | 19UCBI036 | NITHYA N             | /           | /           | /         | /         | /          | /           | Ab          | Ab        | Ab        | Ab        |
| 30     | 19UCBI040 | PRIYADHARSHINI S     | /           | /           | /         | /         | /          | /           | Pr          | Pr        | Pr        | Pr        |
| 31     | 19UCBI042 | SABARIYA. M          | /           | /           | /         | /         | /          | /           | Sab         | Sab       | Sab       | Sab       |
| 32     | 19ICBI045 | SANTHYA.A.S.         | /           | /           | /         | /         | /          | /           | San         | San       | San       | San       |
| 33     | 19UCBI046 | SANTHYA .S           | /           | /           | /         | /         | /          | /           | Ab          | Ab        | Ab        | Ab        |
| 34     | 19UCBI053 | VAISHNAVI K          | /           | /           | /         | /         | /          | /           | Vai         | Vai       | Vai       | Vai       |
| 35     | 19UCBI054 | VARSHA P             | /           | /           | /         | /         | /          | /           | Var         | Var       | Var       | Var       |
| 36     | 19UCBI055 | VEDHANANDHINI M      | /           | /           | /         | /         | /          | /           | Ved         | Ved       | Ved       | Ved       |
| 37     | 19UCCA016 | KABILAN. L           | /           | /           | /         | /         | Ab         | Ab          | Ab          | Kab       | Kab       | Kab       |
| 38     | 19UCCA018 | KAVIN. C             | /           | /           | /         | /         | /          | /           | /           | Kav       | Kav       | Ab        |
| 39     | 19UCCA031 | NIDISH KUMAR R       | /           | /           | /         | /         | /          | /           | /           | Nid       | Nid       | Nid       |
| 40     | 19UCCA049 | SRIBOOPATHI P        | /           | /           | /         | /         | /          | /           | Ab          | Ab        | Ab        | Ab        |
| 41     | 19UCCA004 | DHANUSUYA. R         | /           | /           | /         | /         | /          | /           | /           | Dhan      | Dhan      | Ab        |
| 42     | 19UCCA021 | KIRUTHIKA.K          | /           | /           | /         | /         | Ab         | Ab          | Ab          | Kir       | Kir       | Kir       |
| 43     | 19UCCA047 | SHRI ATSHAYASUJANA M | /           | /           | /         | /         | /          | /           | Ab          | Ab        | Ab        | Ab        |
| 44     | 19UCCA060 | YOGESHWARI. S        | /           | /           | /         | /         | /          | /           | /           | Yog       | Yog       | Yog       |
| 45     | 19UMAT003 | ARUN B               | /           | /           | /         | /         | Ab         | Ab          | Ab          | Arun      | Arun      | Arun      |
| 46     | 19UMAT004 | BALAJI D             | /           | /           | /         | /         | Ab         | Ab          | Ab          | Bala      | Ab        | Bala      |
| 47     | 19UMAT008 | DHARANI THARAN V P   | /           | /           | /         | /         | /          | /           | /           | Dhar      | Dhar      | Dhar      |
| 48     | 19UMAT014 | HARIRAJ V            | /           | /           | /         | /         | /          | /           | /           | Har       | Har       | Har       |



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# KONGU ARTS AND SCIENCE COLLEGE

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**ERODE - 638 107**

## DEPARTMENT OF COMMERCE

### 20VCMDM- DIGITAL MARKETING - ATTENDANCE

| S. No.                     | REG. NO.  | NAME                 | 30.10.21             | 30.10.21    | 1.11.21   | 2.11.21   | 6.11.21    | 6.11.21     | 6.11.21     | 8.11.21   | 9.11.21   | 10.11.21  |
|----------------------------|-----------|----------------------|----------------------|-------------|-----------|-----------|------------|-------------|-------------|-----------|-----------|-----------|
|                            |           |                      | 10:40-11:40          | 11:50-12:50 | 3:20-4:20 | 3:20-4:20 | 9:30-10:30 | 10:40-11:40 | 11:50-12:50 | 3:20-4:20 | 3:20-4:20 | 3:20-4:20 |
| 49                         | 19UMAT020 | KAARTHIC BALAJI A    | 1                    | 1           | 1         | 1         | 1          | 1           | 1           | 1         | 1         | 1         |
| 50                         | 19UMAT034 | NITHIANAND D         | 1                    | 1           | 1         | 1         | 1          | 1           | 1           | 1         | 1         | 1         |
| 51                         | 19UMAT049 | SATHEESH KUMAR A     | 1                    | 1           | 1         | 1         | 1          | 1           | 1           | 1         | 1         | 1         |
| 52                         | 19UMAT116 | SUREKA S             | 1                    | 1           | 1         | 1         | 1          | 1           | 1           | 1         | 1         | 1         |
| 53                         | 19UPHY002 | AKILESH M            | 1                    | 1           | 1         | 1         | 1          | 1           | 1           | 1         | 1         | 1         |
| 54                         | 19UPHY015 | KANNAN M             | 1                    | 1           | 1         | 1         | 1          | 1           | 1           | 1         | 1         | 1         |
| 55                         | 19UPHY017 | KAVIARASU KUMAR.K    | 1                    | 1           | 1         | 1         | 1          | 1           | 1           | 1         | 1         | 1         |
| 56                         | 19UPHY021 | MELCHIOR RENOLDIN. H | 1                    | 1           | 1         | 1         | 1          | 1           | 1           | 1         | 1         | 1         |
| 57                         | 19UPHY026 | NOBLEDAVID A         | 1                    | 1           | 1         | 1         | 1          | 1           | 1           | 1         | 1         | 1         |
| 58                         | 19UPHY028 | PRAVIN KUMAR P       | 1                    | 1           | 1         | 1         | Ab         | Ab          | Ab          | Ab        | Ab        | Ab        |
| 59                         | 20UCBI029 | NATHISH K S          | 1                    | 1           | 1         | 1         | 1          | 1           | 1           | 1         | 1         | 1         |
| 60                         | 20UCBI037 | PRADEEP S            | 1                    | 1           | 1         | 1         | Ab         | Ab          | Ab          | Ab        | Ab        | Ab        |
| 61                         | 20UCBI039 | PRITHISH E           | 1                    | 1           | 1         | 1         | Ab         | Ab          | Ab          | Ab        | Ab        | Ab        |
| 62                         | 20UCBI051 | SRI BAGAVATHI M K    | 1                    | 1           | 1         | 1         | Ab         | Ab          | Ab          | Ab        | Ab        | Ab        |
| 63                         | 20UPSY003 | BHUVANESHWARAN S     | JOINED ON 08.11.2021 |             |           |           |            |             |             |           |           |           |
| 64                         | 20UPSY006 | GOKUL C              | JOINED ON 08.11.2021 |             |           |           |            |             |             |           |           |           |
| 65                         | 20UPSY030 | VINUSH R             | JOINED ON 08.11.2021 |             |           |           |            |             |             |           |           |           |
| Faculty Handling the Class |           |                      | K.kl                 | K.kl        | EG        | Joel      | BK         | BK          | EG          | Joel      | K.kl      | BK        |

KK- K.KALAIVANI  
BK- B.KEERTHANA  
EG- E. GAYATHRI  
TR- T.REVATHI

*K.kl*  
Course Coordinator

*[Signature]*  
Head of the Department

*[Signature]*  
Principal

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(AUTONOMOUS)  
ERODE - 638 107





# KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE - 638 107

DEPARTMENT OF COMMERCE

20VCMDM- DIGITAL MARKETING - ATTENDANCE

| S. No. | REG. NO.  | NAME             | 11-11-21   | 11-11-21    | 11-11-21    | 12-11-21  | 13-11-21  | 27-11-21   | 27-11-21    | 27-11-21    | 29-11-21  | 30-11-21  |
|--------|-----------|------------------|------------|-------------|-------------|-----------|-----------|------------|-------------|-------------|-----------|-----------|
|        |           |                  | 9:30-10:30 | 10:40-11:40 | 11:50-12:50 | 3:20-4:20 | 3:20-4:20 | 9:30-10:30 | 10:40-11:40 | 11:50-12:50 | 3:20-4:20 | 3:20-4:20 |
| 1      | 19UCDV015 | NIVAS. P         | ✓          | ✓           | ✓           | ✓         | ✓         | ✓          | ✓           | ✓           | Nr        | Nr        |
| 2      | 19UCDV027 | UDHAYA SREE SV   | ✓          | ✓           | ✓           | ✓         | ✓         | ✓          | ✓           | ✓           | Ps        | Ps        |
| 3      | 19UCOS038 | PARTHASARATHY M  | ✓          | ✓           | ✓           | ✓         | ✓         | ✓          | ✓           | ✓           | Ab        | Ab        |
| 4      | 19UCOS055 | VIGNESHKUMAR K   | ✓          | ✓           | ✓           | Ab        | ✓         | ✓          | ✓           | ✓           | Nr        | Nr        |
| 5      | 19UCOS018 | INDUVADANE.S     | ✓          | ✓           | ✓           | ✓         | ✓         | ✓          | ✓           | ✓           | Ind       | Ind       |
| 6      | 19UCIT019 | KAVIYA S J       | ✓          | ✓           | ✓           | ✓         | Ab        | ✓          | ✓           | ✓           | Ab        | Ab        |
| 7      | 19UCIT031 | NIMMITHA.S       | ✓          | ✓           | ✓           | ✓         | Ab        | ✓          | ✓           | ✓           | Nr        | Nr        |
| 8      | 19UBCA008 | ASHWIN S         | ✓          | ✓           | ✓           | ✓         | ✓         | ✓          | ✓           | ✓           | Ab        | Ab        |
| 9      | 19UBCA039 | PRASANTH D       | ✓          | ✓           | ✓           | ✓         | ✓         | ✓          | ✓           | ✓           | Pr        | Pr        |
| 10     | 19UCSC013 | FASHAL. J        | ✓          | ✓           | ✓           | Ab        | Ab        | ✓          | ✓           | ✓           | Fah       | Fah       |
| 11     | 19UCSC050 | SREEVARDHAN.R    | ✓          | ✓           | ✓           | ✓         | Ab        | ✓          | ✓           | ✓           | Sr        | Sr        |
| 12     | 19UCSC053 | SRIVISHNU.R      | ✓          | ✓           | ✓           | ✓         | Ab        | ✓          | ✓           | ✓           | Sr        | Sr        |
| 13     | 19UCPA008 | DHARSHINI.V      | ✓          | ✓           | ✓           | ✓         | ✓         | ✓          | ✓           | ✓           | Dh        | Dh        |
| 14     | 19UCPA010 | DHENUKA R        | ✓          | ✓           | ✓           | ✓         | ✓         | ✓          | ✓           | ✓           | Dh        | Dh        |
| 15     | 19UCPA038 | SARANYA V        | ✓          | ✓           | ✓           | ✓         | ✓         | ✓          | ✓           | ✓           | Sar       | Sar       |
| 16     | 19UCPA047 | SRUTHI S         | ✓          | ✓           | ✓           | ✓         | ✓         | ✓          | ✓           | ✓           | Ab        | Sr        |
| 17     | 19UCOM001 | AATHI P          | ✓          | ✓           | ✓           | ✓         | ✓         | ✓          | ✓           | ✓           | At        | At        |
| 18     | 19UCOM041 | ROHITH V         | ✓          | ✓           | ✓           | Ab        | Ab        | ✓          | ✓           | ✓           | Roh       | Roh       |
| 19     | 19UCOM044 | SAUMYA S         | ✓          | ✓           | ✓           | ✓         | ✓         | ✓          | ✓           | ✓           | Sa        | Sa        |
| 20     | 19UCBI001 | AKASH.M          | ✓          | ✓           | ✓           | ✓         | ✓         | ✓          | ✓           | ✓           | Ab        | Ab        |
| 21     | 19UCBI022 | JAYANTHINATHAN J | ✓          | ✓           | ✓           | ✓         | ✓         | ✓          | ✓           | ✓           | Jay       | Jay       |
| 22     | 19UCBI026 | JIJENDRAN B      | ✓          | ✓           | ✓           | ✓         | ✓         | ✓          | ✓           | ✓           | Jay       | Jay       |
| 23     | 19UCBI041 | RAHUL K          | ✓          | ✓           | ✓           | ✓         | ✓         | ✓          | ✓           | ✓           | Rah       | Rah       |
| 24     | 19UCBI048 | SRINIVAS. P      | ✓          | ✓           | ✓           | Ab        | ✓         | ✓          | ✓           | ✓           | Sr        | Sr        |
| 25     | 19UCBI049 | SRIVATHSAN S S   | ✓          | ✓           | ✓           | ✓         | ✓         | ✓          | ✓           | ✓           | Sr        | Sr        |



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ERODE - 638 107

DEPARTMENT OF COMMERCE

20VCMDM- DIGITAL MARKETING - ATTENDANCE

| S. No. | REG. NO.  | NAME                 | 11.11.21   | 11.11.21    | 11.11.21    | 12.11.21  | 13.11.21  | 27.11.21   | 27.11.21    | 27.11.21    | 29.11.21  | 30.11.21  |
|--------|-----------|----------------------|------------|-------------|-------------|-----------|-----------|------------|-------------|-------------|-----------|-----------|
|        |           |                      | 9:30-10:30 | 10:40-11:40 | 11:50-12:50 | 3:20-4:20 | 3:20-4:20 | 9:30-10:30 | 10:40-11:40 | 11:50-12:50 | 3:20-4:20 | 3:20-4:20 |
| 26     | 19UCBI052 | THAMEEM S            | 1          | 1           | 1           | Ab        | 1         | 1          | 1           | 1           | Tha       | Ab        |
| 27     | 19UCBI006 | AYSHA RISALA J       | 1          | 1           | 1           | 1         | 1         | 1          | 1           | 1           | Aysha     | Aysha     |
| 28     | 19UCBI021 | JANAHARSHINI R       | 1          | 1           | 1           | 1         | 1         | 1          | 1           | 1           | Jana      | Jana      |
| 29     | 19UCBI036 | NITHYA N             | 1          | 1           | 1           | Ab        | 1         | 1          | 1           | 1           | Nithya    | Nithya    |
| 30     | 19UCBI040 | PRIYADHARSHINI S     | 1          | 1           | 1           | 1         | Ab        | 1          | 1           | 1           | Priya     | Priya     |
| 31     | 19UCBI042 | SABARIYA. M          | 1          | 1           | 1           | 1         | 1         | 1          | 1           | 1           | Saba      | Saba      |
| 32     | 19ICBI045 | SANTHYA.A.S.         | 1          | 1           | 1           | 1         | 1         | 1          | 1           | 1           | San       | San       |
| 33     | 19UCBI046 | SANTHYA .S           | 1          | 1           | 1           | 1         | 1         | 1          | 1           | 1           | Ab        | San       |
| 34     | 19UCBI053 | VAISHNAVI K          | 1          | 1           | 1           | 1         | 1         | 1          | 1           | 1           | Vai       | Vai       |
| 35     | 19UCBI054 | VARSHA P             | 1          | 1           | 1           | 1         | 1         | 1          | 1           | 1           | Var       | Var       |
| 36     | 19UCBI055 | VEDHANANDHINI M      | 1          | 1           | 1           | 1         | 1         | 1          | 1           | 1           | Ab        | Vedha     |
| 37     | 19UCCA016 | KABILAN. L           | 1          | 1           | 1           | 1         | 1         | 1          | 1           | 1           | Kabi      | Kabi      |
| 38     | 19UCCA018 | KAVIN. C             | 1          | 1           | 1           | 1         | 1         | 1          | 1           | 1           | Kavi      | Kavi      |
| 39     | 19UCCA031 | NIDISH KUMAR R       | 1          | 1           | 1           | 1         | 1         | 1          | 1           | 1           | Nishi     | Nishi     |
| 40     | 19UCCA049 | SRIBOOPATHI P        | 1          | 1           | 1           | 1         | 1         | 1          | 1           | 1           | Sri       | Sri       |
| 41     | 19UCCA004 | DHANUSUYA. R         | 1          | 1           | 1           | Ab        | Ab        | 1          | 1           | 1           | Dhan      | Dhan      |
| 42     | 19UCCA021 | KIRUTHIKA.K          | 1          | 1           | 1           | 1         | 1         | 1          | 1           | 1           | Kir       | Kir       |
| 43     | 19UCCA047 | SHRI ATSHAYASUJANA M | 1          | 1           | 1           | Ab        | Ab        | 1          | 1           | 1           | Ab        | Ab        |
| 44     | 19UCCA060 | YOGESHWARI. S        | 1          | 1           | 1           | 1         | 1         | 1          | 1           | 1           | Yogi      | Yogi      |
| 45     | 19UMAT003 | ARUN B               | 1          | 1           | 1           | 1         | 1         | 1          | 1           | 1           | Ar        | Ar        |
| 46     | 19UMAT004 | BALAJI D             | 1          | 1           | 1           | 1         | 1         | 1          | 1           | 1           | Bala      | Bala      |
| 47     | 19UMAT008 | DHARANI THARAN V P   | 1          | 1           | 1           | 1         | 1         | 1          | 1           | 1           | Dha       | Dha       |
| 48     | 19UMAT014 | HARIRAJ V            | 1          | 1           | 1           | 1         | 1         | 1          | 1           | 1           | Har       | Har       |



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**ERODE - 638 107**

DEPARTMENT OF COMMERCE

20VCMDM- DIGITAL MARKETING - ATTENDANCE

| S. No.                     | REG. NO.  | NAME                 | Attendance |             |             |           |           |            |             |             |           |           |    |                |
|----------------------------|-----------|----------------------|------------|-------------|-------------|-----------|-----------|------------|-------------|-------------|-----------|-----------|----|----------------|
|                            |           |                      | 9:30-10:30 | 10:40-11:40 | 11:50-12:50 | 3:20-4:20 | 3:20-4:20 | 9:30-10:30 | 10:40-11:40 | 11:50-12:50 | 3:20-4:20 | 3:20-4:20 |    |                |
| 49                         | 19UMAT020 | KAARTHIC BALAJI A    | /          | /           | /           | /         | /         | /          | /           | /           | /         | /         | /  | /              |
| 50                         | 19UMAT034 | NITHIANAND D         | /          | /           | /           | /         | /         | /          | /           | /           | /         | /         | /  | /              |
| 51                         | 19UMAT049 | SATHEESH KUMAR A     | /          | /           | /           | /         | /         | /          | /           | /           | /         | /         | /  | /              |
| 52                         | 19UMAT116 | SUREKA S             | /          | /           | /           | Ab        | Ab        | /          | /           | /           | /         | Ab        | Ab | /              |
| 53                         | 19UPHY002 | AKILESH M            | /          | /           | /           | /         | /         | /          | /           | /           | /         | /         | /  | /              |
| 54                         | 19UPHY015 | KANNAN M             | /          | /           | /           | /         | /         | /          | /           | /           | /         | /         | /  | /              |
| 55                         | 19UPHY017 | KAVIARASU KUMAR.K    | /          | /           | /           | /         | /         | /          | /           | /           | /         | /         | /  | /              |
| 56                         | 19UPHY021 | MELCHIOR RENOLDIN. H | /          | /           | /           | /         | /         | /          | /           | /           | /         | /         | /  | /              |
| 57                         | 19UPHY026 | NOBLEDAVID A         | /          | /           | /           | /         | /         | /          | /           | /           | /         | /         | /  | /              |
| 58                         | 19UPHY028 | PRAVIN KUMAR P       | /          | /           | /           | /         | /         | /          | /           | /           | /         | /         | /  | /              |
| 59                         | 20UCBI029 | NATHISH K S          | /          | /           | /           | /         | /         | /          | /           | /           | /         | /         | Ab | Nathish        |
| 60                         | 20UCBI037 | PRADEEP S            | /          | /           | /           | /         | /         | /          | /           | /           | /         | /         | Ab | Pradeep        |
| 61                         | 20UCBI039 | PRITHISH E           | /          | /           | /           | Ab        | /         | /          | /           | /           | /         | /         | Ab | Prithish       |
| 62                         | 20UCBI051 | SRI BAGAVATHI M K    | /          | /           | /           | /         | /         | /          | /           | /           | /         | /         | /  | Sri Bagavathi  |
| 63                         | 20UPSY003 | BHUVANESHWARAN S     | /          | /           | /           | /         | /         | /          | /           | /           | /         | /         | /  | Bhuvaneshwaran |
| 64                         | 20UPSY006 | GOKUL C              | /          | /           | /           | /         | /         | /          | /           | /           | /         | /         | /  | Gokul C        |
| 65                         | 20UPSY030 | VINUSH R             | /          | /           | /           | /         | /         | /          | /           | /           | /         | /         | /  | Vinush R       |
| Faculty Handling the Class |           |                      | BK         | EG          | TR          | KK        | EG        | BK         | TR          | TR          | TR        | KK        | BK |                |

KK- K.KALAIVANI  
BK- B.KEERTHANA  
EG- E. GAYATHRI  
TR- T.REVATHI

Course Coordinator

Head of the Department

Principal

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DEPARTMENT OF COMMERCE

20VCMDM- DIGITAL MARKETING - ATTENDANCE

| S. No. | REG. NO.  | NAME             | A.12.21    | A.12.21     | A.12.21     | 17.1.22    | 17.1.22     | 19.1.22    | 19.1.22     | 20.1.22     | 20.1.22    |
|--------|-----------|------------------|------------|-------------|-------------|------------|-------------|------------|-------------|-------------|------------|
|        |           |                  | 9:30-10:30 | 10:40-11:40 | 11:50-12:50 | 9:30-10:30 | 10:40-11:40 | 9:30-10:30 | 10:40-11:40 | 11:50-12:50 | 9:30-10:30 |
| 1      | 19UCDV015 | NIVAS. P         | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 2      | 19UCDV027 | UDHAYA SREE SV   | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 3      | 19UCOS038 | PARTHASARATHY M  | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 4      | 19UCOS055 | VIGNESHKUMAR K   | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 5      | 19UCOS018 | INDUVADANE.S     | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 6      | 19UCIT019 | KAVIYA S J       | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 7      | 19UCIT031 | NIMMITHA.S       | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 8      | 19UBCA008 | ASHWIN S         | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 9      | 19UBCA039 | PRASANTH D       | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 10     | 19UCSC013 | FASHAL. J        | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 11     | 19UCSC050 | SREEVARDHAN.R    | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 12     | 19UCSC053 | SRIVISHNU.R      | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 13     | 19UCPA008 | DHARSHINI.V      | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 14     | 19UCPA010 | DHENUKA R        | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 15     | 19UCPA038 | SARANYA V        | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 16     | 19UCPA047 | SRUTHI S         | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 17     | 19UCOM001 | AATHI P          | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 18     | 19UCOM041 | ROHITH V         | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 19     | 19UCOM044 | SAUMYA S         | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 20     | 19UCBI001 | AKASH.M          | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 21     | 19UCBI022 | JAYANTHINATHAN J | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 22     | 19UCBI026 | JIJENDRAN B      | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 23     | 19UCBI041 | RAHUL K          | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 24     | 19UCBI048 | SRINIVAS. P      | /          | /           | /           | /          | /           | /          | /           | /           | /          |
| 25     | 19UCBI049 | SRIVATHSAN S S   | /          | /           | /           | /          | /           | /          | /           | /           | /          |



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DEPARTMENT OF COMMERCE

20VCMDM- DIGITAL MARKETING - ATTENDANCE

| S. No. | REG. NO.  | NAME                 |            |             |             |            |             |             |            |             |             |            |
|--------|-----------|----------------------|------------|-------------|-------------|------------|-------------|-------------|------------|-------------|-------------|------------|
|        |           |                      | 9:30-10:30 | 10:40-11:40 | 11:50-12:50 | 9:30-10:30 | 10:40-11:40 | 11:50-12:50 | 9:30-10:30 | 10:40-11:40 | 11:50-12:50 | 9:30-10:30 |
| 26     | 19UCBI052 | THAMEEM S            | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 27     | 19UCBI006 | AYSHA RISALA J       | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 28     | 19UCBI021 | JANAHARSHINI R       | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 29     | 19UCBI036 | NITHYA N             | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 30     | 19UCBI040 | PRIYADHARSHINI S     | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 31     | 19UCBI042 | SABARIYA. M          | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 32     | 19ICBI045 | SANTHYA.A.S.         | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 33     | 19UCBI046 | SANTHYA .S           | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 34     | 19UCBI053 | VAISHNAVI K          | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 35     | 19UCBI054 | VARSHA P             | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 36     | 19UCBI055 | VEDHANANDHINI M      | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 37     | 19UCCA016 | KABILAN. L           | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 38     | 19UCCA018 | KAVIN. C             | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 39     | 19UCCA031 | NIDISH KUMAR R       | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 40     | 19UCCA049 | SRIBOOPATHI P        | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 41     | 19UCCA004 | DHANUSUYA. R         | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 42     | 19UCCA021 | KIRUTHIKA.K          | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 43     | 19UCCA047 | SHRI ATSHAYASUJANA M | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 44     | 19UCCA060 | YOGESHWARI. S        | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 45     | 19UMAT003 | ARUN B               | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 46     | 19UMAT004 | BALAJI D             | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 47     | 19UMAT008 | DHARANI THARAN V P   | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |
| 48     | 19UMAT014 | HARIRAJ V            | /          | /           | /           | /          | /           | /           | /          | /           | /           | /          |



  
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# KONGU ARTS AND SCIENCE COLLEGE

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ERODE - 638 107

DEPARTMENT OF COMMERCE

20VCMMDM- DIGITAL MARKETING - ATTENDANCE

| S. No.                     | REG. NO.  | NAME                 | Attendance |         |         |         |         |         |         |         |         |         |  |
|----------------------------|-----------|----------------------|------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--|
|                            |           |                      | 4.12.21    | 4.12.21 | 4.12.21 | 17.1.22 | 17.1.22 | 19.1.22 | 19.1.22 | 19.1.22 | 20.1.22 | 20.1.22 |  |
| 49                         | 19UMAT020 | KAARTHIK BALAJI A    | /          | /       | /       | /       | /       | /       | /       | /       | /       | /       |  |
| 50                         | 19UMAT034 | NITHIANAND D         | /          | /       | /       | /       | /       | /       | /       | /       | /       | /       |  |
| 51                         | 19UMAT049 | SATHEESH KUMAR A     | /          | /       | /       | /       | /       | /       | /       | /       | /       | /       |  |
| 52                         | 19UMAT116 | SUREKA S             | /          | /       | /       | /       | /       | /       | /       | /       | /       | /       |  |
| 53                         | 19UPHY002 | AKILESH M            | /          | /       | /       | /       | /       | /       | /       | /       | /       | /       |  |
| 54                         | 19UPHY015 | KANNAN M             | /          | /       | /       | /       | /       | /       | /       | /       | /       | /       |  |
| 55                         | 19UPHY017 | KAVIARASU KUMAR.K    | /          | /       | /       | /       | /       | /       | /       | /       | /       | /       |  |
| 56                         | 19UPHY021 | MELCHIOR RENOLDIN. H | /          | /       | /       | /       | /       | /       | /       | /       | /       | /       |  |
| 57                         | 19UPHY026 | NOBLEDAVID A         | /          | /       | /       | /       | /       | /       | /       | /       | /       | /       |  |
| 58                         | 19UPHY028 | PRAVIN KUMAR P       | /          | /       | /       | /       | /       | /       | /       | /       | /       | /       |  |
| 59                         | 20UCBI029 | NATHISH K S          | /          | /       | /       | /       | /       | /       | /       | /       | /       | /       |  |
| 60                         | 20UCBI037 | PRADEEP S            | /          | /       | /       | /       | /       | /       | /       | /       | /       | /       |  |
| 61                         | 20UCBI039 | PRITHISH E           | /          | /       | /       | /       | /       | /       | /       | /       | /       | /       |  |
| 62                         | 20UCBI051 | SRI BAGAVATHI M K    | /          | /       | /       | /       | /       | /       | /       | /       | /       | /       |  |
| 63                         | 20UPSY003 | BHUVANESHWARAN S     | /          | /       | /       | /       | /       | /       | /       | /       | /       | /       |  |
| 64                         | 20UPSY006 | GOKUL C              | /          | /       | /       | /       | /       | /       | /       | /       | /       | /       |  |
| 65                         | 20UPSY030 | VINUSH R             | /          | /       | /       | /       | /       | /       | /       | /       | /       | /       |  |
| Faculty Handling the Class |           |                      | BK         | EG      | TR      | KK      | EG      | BK      | TR      | TR      | KK      | BK      |  |

KK- K.KALAIVANI  
BK- B.KEERTHANA  
EG- E. GAYATHRI  
TR- T.REVATHI

Course Coordinator

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Head of the Department

HEAD OF THE DEPARTMENT  
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Principal  
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# KONGU ARTS AND SCIENCE COLLEGE

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ERODE – 638 107

DEPARTMENT OF COMMERCE

20VCMDM– DIGITAL MARKETING – QUESTION PAPER

PAPER – I: DIGITAL MARKETING STRATEGIES

Time: 3 hrs

Marks:100

Section – A (25×1=25)

Answer ALL the Questions

## I. Choose the correct answer

- Which of the following is not a type of digital marketing activity?  
a) Email marketing      b) Social web marketing      c) Print advert      d) Viral marketing.
- An advertising model used only when their sponsored ad or link is clicked, is called  
a) Search Engine Optimization (SEO)      b) Contextual Advertising  
c) Digital Asset Optimization (DAO)      d) Pay Per Click (PPC).
- A method of marketing by electronic mail wherein the recipient of the message has consented to receive it is called  
a) Search marketing      b) Internet advertising  
c) Permission-based email marketing      d) Social web marketing
- Websites translated for wireless devices to access and download content and to display adverts are known as:  
a) GPS      b) IVR      c)WAP sites      d)Apps
- Which of the following is not an issue that marketers need to consider when using digital resources for marketing activities?  
a) Jurisdiction      b) Disclosure      c) Ownership      d) Permissions.
- Which of the following refers to unsolicited electronic messages?  
a) Opt-in email      b) Consent marketing      c) Spam      d) Opt-out email.
- This attempts to improve rankings for relevant keywords in search results by improving a website's structure and content  
a)SEM      b)SEO      c)SST      d)SFA
- In website development, which is the most important aspect?  
(a) Navigation      (b) Usability      (c) Appearance  
(d) It is impossible to say which is the most important aspect
- 'Reactive' or 'responsive' websites ...  
(a) Are used only on mobile devices with small screens  
(b) Automatically adjust their size to suit the size of the screen it is being viewed on  
(c) Are used only on PCs and laptops with bigger screens  
(d) Are good for websites that use a lot of 'Flash' type technology
- Website development should be considered a project because ...  
(a) Once the website is complete, there is nothing more to do  
(b) It helps with determining the budget  
(c) It helps with the planning of the site's development  
(d) It should not be treated as a project



  
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## II. Fill in the blanks

11. SEO Stands for \_\_\_\_\_.
12. SEO is all about optimizing a web site for \_\_\_\_\_.
13. \_\_\_\_\_ is the process of fetching all the web pages linked to a web site.
14. \_\_\_\_\_ is the father of modern marketing.
15. It is advisable to use \_\_\_\_\_ as a source of advertising.

## III. Say True or False

16. Every website is hosted on a server.
17. Facebook Is Making It Harder to Grow Your Brand Page Without Paying.
18. Pinterest is Only for Products/Services Relevant to Women.
19. Google+ Has Lost the Social Media Marketing Race.
20. There is a Perfect Time of the Day/Week to Post Content.

## IV. Match the following

- |  |   |                      |
|--|---|----------------------|
| 21. On-page element                    | - | Schema.org           |
| 22. Fat head                           | - | Word Tracker         |
| 23. Specific search-engine HTML markup | - | The title tag        |
| 24. Title Tag characters               | - | Search phrases equal |
| 25. Free tools                         | - | 70                   |


## Section-B (5 × 15=75)

### Answer the following question

- 26.a) Explain about 3i principles of digital marketing. (Or)
- b) Describe about search engine result position.
- 27.a) Explain about the performance of On page optimization. (Or)
- b) Describe about Off page optimization.
- 28.a) Write about the navigation of SEO. (Or)
- b) Discuss about Digital Display Advertising.
- 29.a) Give detail description about E-Mail marketing. (Or)
- b) Explain about subscriber management in E-Mail marketing.
- 30.a) Explain about the customer life cycle model. (Or)
- b) Give detail description Interaction process.

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# KONGU ARTS AND SCIENCE COLLEGE

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ERODE - 638 107

DEPARTMENT OF COMMERCE

20VCMDM- DIGITAL MARKETING - QUESTION PAPER

PAPER - II: DIGITAL MARKETING CAMPAIGN

Time: 3hrs

Max.Marks:100


Section - A (25x1=25)

Answer All the Questions

## I. Choose the Correct Answer

1. Social networks are organized primarily around \_\_\_\_\_.  
a. brands                      b. people                      c. discussions                      d. interests
2. Social networks have an enormous information sharing capacity and a great distribution channel for \_\_\_\_\_.  
a. customer feedback      b. viral content      c. exclusive coupons      d. marketing messages
3. Which social network is considered the most popular for business to business marketing?  
a. Facebook                      b. Orkut                      c. Ryze                      d. LinkedIn
4. One advantage a non-profit has when opening a private social network is \_\_\_\_\_.  
a. its tax exempt status makes the start up cost of a private social network more affordable.  
b. its supporters tend to spend more time using social networks.  
c. that it has an immediate user base of people interested in the cause.  
d. its supporters have a higher tolerance for marketing messages.
5. Larger social networking sites is \_\_\_\_\_.  
a. will force niche social networks out of business.      b. set social media trends.  
c. are expected to see declining growth rates.      d. are a better fit for most nonprofit organizations.
6. In order to identify the users, web analytics tools need to report on?  
A. user sessions      B. Unique users      C. Page Views      D. All of the above
7. In which type of email campaign, advertisement are sent to target group of customer?  
A. Direct email marketing      B. Indirect email marketing  
C. Spamming      D. spoofing
8. What is meant by "guerilla marketing"?  
a. Using resources such as time, energy and imagination rather than money to market  
b. Using advertising spots which utilize gorillas to capture the audience  
c. Having a large scale marketing budget      d. Using television ads instead of web ads
9. What is meant by Brand Management?  
a. Managing the marketing staff                      b. Management of the marketing budget  
c. The company executive management team      d. Creating a consistent image for the company
10. Why is it important to post to a blog regularly?  
a. It reduces the cost per blog post  
b. Keep readers engaged and also give search engines content to index  
c. It gives the social media marketing specialist something to do  
d. It allows more chances for the company to put



  
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## II. Fill in the blanks

11. \_\_\_\_\_ is an important aspect of creating blogs and posting content.
12. \_\_\_\_\_ is a vlog.
13. \_\_\_\_\_ own the social marketing plan.
14. \_\_\_\_\_ is meant by micro-blogging.
15. \_\_\_\_\_ is social media optimization.

## III. Say True or False

16. Facebook and LinkedIn are the most popular social networks globally.
17. The first step when marketing with social networks is to identify the goals and strategies.
18. Facebook Places is targeted to large brands and companies with big budgets.
19. It is considered a best practice to interact under a personal account on LinkedIn.
20. A white label social network's primary difference is that it is privately run by a nonprofit organization or corporation.

## IV. Match the Following

- |   |                                |
|---|--------------------------------|
| 21. Social Networks                         | - Yelp, Zomato, TripAdvisor    |
| 22. Media Sharing Networks                  | - Facebook, Twitter, LinkedIn  |
| 23. Discussion Forums                       | - Pinterest, Flipboard         |
| 24. Bookmarking & Content Curation Networks | - Instagram, Snapchat, YouTube |
| 25. Consumer Review Networks                | - Reddit, Quora, Digg          |


## Section – B(15x5=75)

### Answer the following question

26. a) Explain about Social Media Marketing. (Or)  
b) Write about Media Types.
27. a) List out the usage of Social Media Marketing. (Or)  
b) Describe about Mobile Marketing.
28. a) Show the emerging trends in Mobile Marketing. (Or)  
b) Compare mobile marketing with social media marketing.
29. a) Explain about the Google analytics concepts. (Or)  
b) Write about Digital market plan.
30. a) Describe about Information gathering in digital marketing. (Or)  
b) Give an account about multiscreening in digital marketing.

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# KONGU ARTS AND SCIENCE COLLEGE

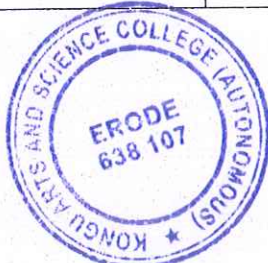
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ERODE - 638 107

DEPARTMENT OF COMMERCE

20VCMDM- DIGITAL MARKETING - MARK STATEMENT

| SI NO. | REG.NO.   | THEORY -I | THEORY - II | AVERAGE% | RESULT | GRADE |
|--------|-----------|-----------|-------------|----------|--------|-------|
| 1      | 19UCDV015 | 59        | 62          | 61       | PASS   | B+    |
| 2      | 19UCDV027 | 79        | 62          | 71       | PASS   | A     |
| 3      | 19UCOS038 | 56        | 50          | 53       | PASS   | B     |
| 4      | 19UCOS055 | 60        | 65          | 63       | PASS   | B+    |
| 5      | 19UCOS018 | 67        | 72          | 70       | PASS   | A     |
| 6      | 19UCIT019 | 58        | 80          | 69       | PASS   | B+    |
| 7      | 19UCIT031 | 67        | 65          | 66       | PASS   | B+    |
| 8      | 19UBCA008 | 58        | 64          | 61       | PASS   | B+    |
| 9      | 19UBCA039 | 50        | 62          | 56       | PASS   | B     |
| 10     | 19UCSC013 | AB        | AB          | 0        | FAIL   | RA    |
| 11     | 19UCSC050 | AB        | AB          | 0        | FAIL   | RA    |
| 12     | 19UCSC053 | AB        | AB          | 0        | FAIL   | RA    |
| 13     | 19UCPA008 | 69        | 70          | 70       | PASS   | A     |
| 14     | 19UCPA010 | 56        | AB          | 28       | FAIL   | RA    |
| 15     | 19UCPA038 | 65        | 67          | 66       | PASS   | B+    |
| 16     | 19UCPA047 | 65        | 60          | 63       | PASS   | B+    |
| 17     | 19UCOM001 | 50        | 65          | 58       | PASS   | B     |
| 18     | 19UCOM041 | 66        | 70          | 68       | PASS   | B+    |
| 19     | 19UCOM044 | 49        | 72          | 61       | PASS   | B+    |
| 20     | 19UCBI001 | 69        | 62          | 66       | PASS   | B+    |
| 21     | 19UCBI022 | 59        | 65          | 62       | PASS   | B+    |
| 22     | 19UCBI026 | 54        | 65          | 60       | PASS   | B+    |
| 23     | 19UCBI041 | 63        | 70          | 67       | PASS   | B+    |
| 24     | 19UCBI048 | 60        | 65          | 63       | PASS   | B+    |
| 25     | 19UCBI049 | 56        | 63          | 60       | PASS   | B+    |
| 26     | 19UCBI052 | 60        | 75          | 68       | PASS   | B+    |
| 27     | 19UCBI006 | 67        | 79          | 73       | PASS   | A     |
| 28     | 19UCBI021 | 71        | 80          | 76       | PASS   | A     |
| 29     | 19UCBI036 | 65        | 80          | 73       | PASS   | A     |
| 30     | 19UCBI040 | 62        | 63          | 63       | PASS   | B+    |
| 31     | 19UCBI042 | 75        | 74          | 75       | PASS   | A     |
| 32     | 19UCBI045 | 61        | 76          | 69       | PASS   | B+    |
| 33     | 19UCBI046 | 61        | 77          | 69       | PASS   | B+    |
| 34     | 19UCBI053 | 58        | 73          | 66       | PASS   | B+    |
| 35     | 19UCBI054 | 68        | 72          | 70       | PASS   | A     |
| 36     | 19UCBI055 | 61        | 66          | 64       | PASS   | B+    |
| 37     | 19UCA016  | 65        | 64          | 65       | PASS   | B+    |



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DEPARTMENT OF COMMERCE

20VCMDM- DIGITAL MARKETING - MARK STATEMENT

| SI NO. | REG.NO.   | THEORY - I | THEORY - II | AVERAGE% | RESULT | GRADE |
|--------|-----------|------------|-------------|----------|--------|-------|
| 38     | 19UCCA018 | 54         | 72          | 63       | PASS   | B+    |
| 39     | 19UCCA031 | 51         | 62          | 57       | PASS   | B     |
| 40     | 19UCCA049 | 58         | 74          | 66       | PASS   | B+    |
| 41     | 19UCCA004 | 78         | 80          | 79       | PASS   | A     |
| 42     | 19UCCA021 | 63         | 61          | 62       | PASS   | B+    |
| 43     | 19UCCA047 | 59         | 70          | 65       | PASS   | B+    |
| 44     | 19UCCA060 | 56         | 73          | 65       | PASS   | B+    |
| 45     | 19UMAT003 | 61         | 85          | 73       | PASS   | A     |
| 46     | 19UMAT004 | 70         | 75          | 73       | PASS   | A     |
| 47     | 19UMAT008 | 45         | 66          | 56       | PASS   | B     |
| 48     | 19UMAT014 | 61         | 68          | 65       | PASS   | B+    |
| 49     | 19UMAT020 | 61         | 75          | 68       | PASS   | B+    |
| 50     | 19UMAT034 | 67         | 68          | 68       | PASS   | B+    |
| 51     | 19UMAT049 | 59         | 74          | 67       | PASS   | B+    |
| 52     | 19UMAT116 | 69         | AB          | 35       | FAIL   | RA    |
| 53     | 19UPHY002 | 62         | 54          | 58       | PASS   | B     |
| 54     | 19UPHY015 | 55         | 55          | 55       | PASS   | B     |
| 55     | 19UPHY017 | 48         | 69          | 59       | PASS   | B     |
| 56     | 19UPHY021 | 62         | 65          | 64       | PASS   | B+    |
| 57     | 19UPHY026 | 57         | 70          | 64       | PASS   | B+    |
| 58     | 19UPHY028 | 55         | 64          | 60       | PASS   | B+    |
| 59     | 20UCBI029 | 54         | 65          | 60       | PASS   | B+    |
| 60     | 20UCBI037 | 53         | 60          | 57       | PASS   | B     |
| 61     | 20UCBI039 | 57         | 46          | 52       | PASS   | B     |
| 62     | 20UCBI051 | 43         | 56          | 50       | PASS   | B     |
| 63     | 20UPSY003 | 51         | 71          | 61       | PASS   | B+    |
| 64     | 20UPSY006 | AB         | AB          | 0        | FAIL   | RA    |
| 65     | 20UPSY030 | 53         | 75          | 64       | PASS   | B+    |

|        |                   |       |                  |
|--------|-------------------|-------|------------------|
| 90-100 | A++ - Outstanding | 60-69 | B+ - Good        |
| 80-89  | A+ - Excellent    | 50-59 | B - Average      |
| 70-79  | A - Very Good     | 40-49 | C - Satisfactory |

## SUBJECT DETAILS

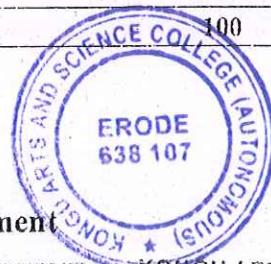
| CODE        | SUBJECT                      | MAX.MARKS |
|-------------|------------------------------|-----------|
| Theory - I  | Digital Marketing Strategies | 100       |
| Theory - II | Digital Marketing Campaign   | 100       |

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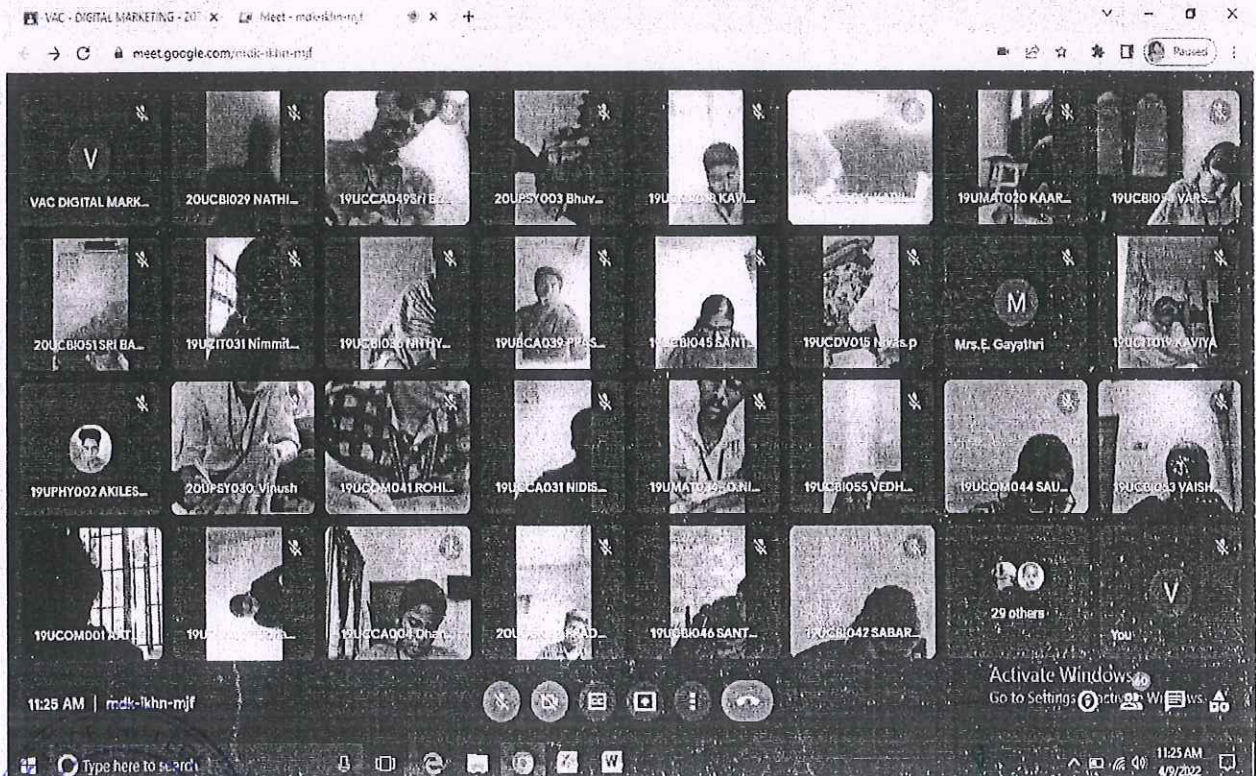
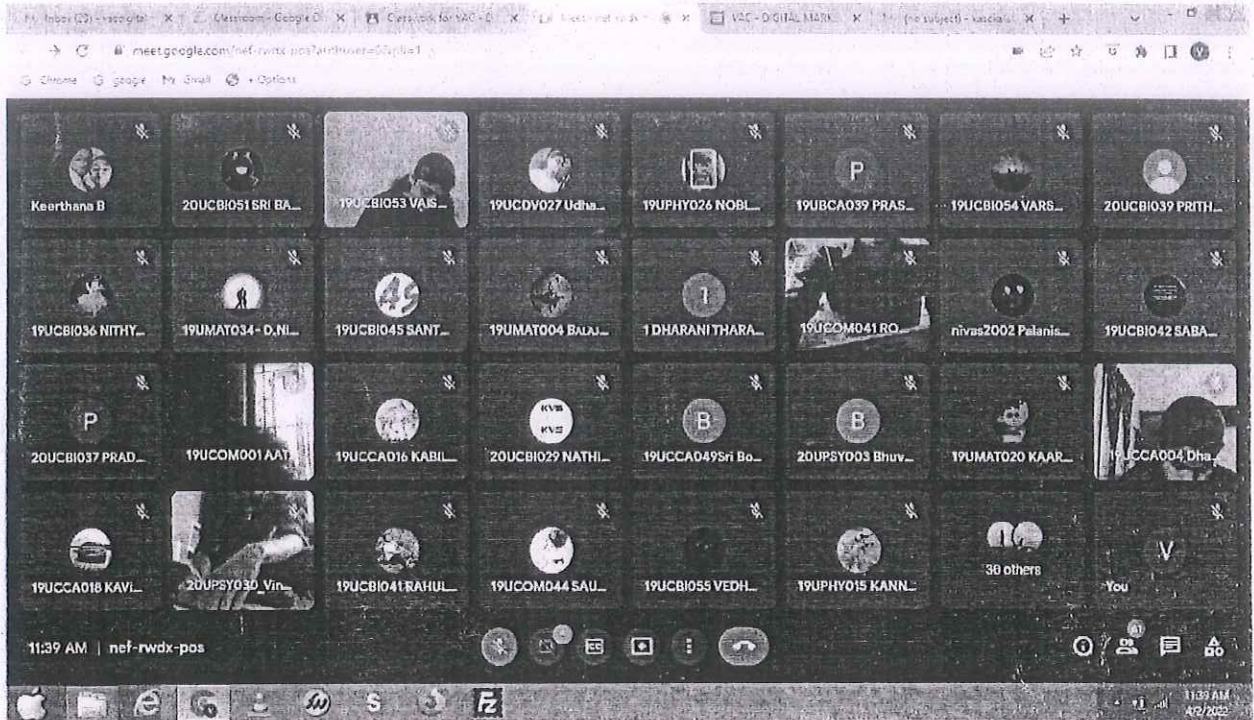
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20VCMDM- DIGITAL MARKETING - PHOTOGRAPH



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ERODE - 638 107

DEPARTMENT OF COMMERCE


20VCMDM- DIGITAL MARKETING - STUDENTS FEEDBACK

|                     |  |
|---------------------|--|
| Name of the Student |  |
| Register Number     |  |
| Department          |  |
| Year                |  |

| Parameters   | Yes  | No        |         |
|--|------|-----------|---------|
| The Course content was in line with my expectations                            | Yes  | No        |         |
| General content of the Course  | Good | Excellent | Average |
| The Course provided additional knowledge and skill                             | Yes  | No        |         |
| Well-designed Practical sessions   | Yes  | No        |         |
| Schedule of the classes and other relevant details have been informed promptly | Yes  | No        |         |
| Course materials provided were useful  | Yes  | No        |         |
| Provides scope for self-employment and fulfills the industrial needs           | Yes  | No        |         |

Student Signature



  
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20VCMDM- DIGITAL MARKETING - STUDENTS FEEDBACK

|                     |               |
|---------------------|---------------|
| Name of the Student | R. DHANUSOYA  |
| Register Number     | 19UCCA004     |
| Department          | COMMERCE [CA] |
| Year                | 2021 - 2022   |

| Parameters   | Yes         | No   |         |
|--|-------------|------|---------|
| The Course content was in line with my expectations                            | Yes ✓       | No   |         |
| General content of the Course  | Excellent ✓ | Good | Average |
| The Course provided additional knowledge and skill                             | Yes ✓       | No   |         |
| Well-designed Practical sessions   | Yes ✓       | No   |         |
| Schedule of the classes and other relevant details have been informed promptly | Yes ✓       | No   |         |
| Course materials provided were useful  | Yes ✓       | No   |         |
| Provides scope for self-employment and fulfills the industrial needs           | Yes ✓       | No   |         |

R. DHANUSOYA  
Student Signature



Dr. N. RAMAN  
PRINCIPAL,  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
NANJANAPURAM, ERODE - 638 107



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ERODE - 638 107

DEPARTMENT OF COMMERCE

20VCMMDM- DIGITAL MARKETING - STUDENTS FEEDBACK

|                     |                               |
|---------------------|-------------------------------|
| Name of the Student | S. NIMMITHA                   |
| Register Number     | 19UG1T031                     |
| Department          | B.SC [INFORMATION TECHNOLOGY] |
| Year                | 2021 - 2022                   |

| Parameters   | Yes         | No   |         |
|--|-------------|------|---------|
| The Course content was in line with my expectations                            | Yes ✓       | No   |         |
| General content of the Course  | Excellent ✓ | Good | Average |
| The Course provided additional knowledge and skill                             | Yes ✓       | No   |         |
| Well-designed Practical sessions   | Yes ✓       | No   |         |
| Schedule of the classes and other relevant details have been informed promptly | Yes ✓       | No   |         |
| Course materials provided were useful  | Yes ✓       | No   |         |
| Provides scope for self-employment and fulfills the industrial needs           | Yes ✓       | No   |         |

S. Nimmitha  
Student Signature



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DBT Star College Scheme



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## KASC ACADEMY OF EXCELLENCE

### Certificate

This Certificate is awarded to



**VARSHA P**

III B.Com (Banking & Insurance)

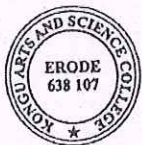
for the successful completion of the Certificate Course in

**DIGITAL MARKETING**

with A Grade conducted by the

**Department of Commerce**

during the Academic Year 2021 - 2022



*K.K.*  
Course Coordinator

*Aditya*  
Convenor  
Academy of Excellence

*[Signature]*  
Principal

Correspondent

90 - 100 : A++ - Outstanding  
80 - 89 : A+ - Excellent

70 - 79 : A - Very Good  
60 - 69 : B+ - Good

50 - 59 : B - Average  
40 - 49 : C - Satisfactory



KONGU  
Winning the Best



*[Signature]*  
**Dr. N. RAMAN**  
PRINCIPAL,  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
NANJANAPURAM, ERODE - 638 107.