Krishna University
కృష్ణా విశ్వవిద్యాలయం
(Established under AP Act No. 29 of 2008)
Machilipatnam, Andhra Pradesh, India - 521004

Department of Commerce

Board of Studies- 3 To 6 Semester (R25)

Date: 24-10-2026

Syllabus and Model Question Papers for Minors

1. Commerce
2. Business Management
3. Finance
4. Digital Marketing
5. Human Recourses Management

Krishna University:: Machilipatnam

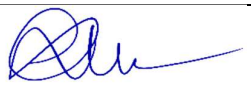
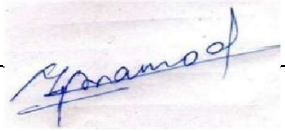
Board of Studies Meeting in Commerce

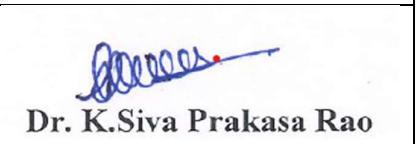
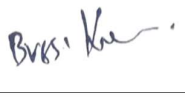
Date: 24-10-2026

Agenda:

1. To consider and approve the syllabus for Minor Courses 1 to 6, covering the III to VI Semesters for the academic year 2026–2027, applicable to the batch admitted during the academic year 2025–2026.
2. To discuss and approve the course structure and programme syllabi of the following Minor programmes:
    - Commerce
    - Business Management
    - Finance
    - Digital Marketing
    - Human Resource Management

The Board of studies for B. Com is conducted on 24-10-2026 at P B Siddhartha College of Arts & Science: Vijayawada with following members:

UG Board of Studies for Commerce		
Member	**Name & Designation**	**Signature**
Chairman	Dr. K.Naveena Lecturer in Commerce SRR & CVR Govt.Degree College(A) naveenagdc@gmail.com 8639729282	
University Nominee	Dr R Padmaja Department of Commerce, Krishna University Machilipatnam. 9440532444	**On Line**
Member	G Narayana Rao lecturer in Commerce Dr.LHR GOVT Degree College Mylavaram NTR Dist 521230 Email glatharao.999@gmail. 9440490959	
Member	Kona Narayana Rao Head, Department of Commerce P B Siddhartha College of Arts & Science VIJ-10 Knr2007123@gmail.com 9885038196	
Member	M.J.RAJ PAUL Principal. A.M. Modern degree college, Vijayawada rajpaul.scion@gmail.com 9502093357	
Member	Smt. Ch. Lakshmi Bharati Lecturer in Commerce SRR& CVR Govt. Degree College (A) Mobile No. 9177556301 E-Mail: chlbharathi@srrcvr.ac.in	
Member	Dr. M Pramodh Kumar Lecturer in Commerce	

	SRR& CVR Govt. Degree College (A) Mobile No. 9492347719 E-Mail: chlbharathi@srrcvr.ac.in	
Member	Dr K Shiva Prakash Rao Lecturer in Commerce KBN College, Vijayawada Mobile No. 9866696277 E-Mail: prakashkomma@gmail.com	
Member	Dr K Uttamsagar Lecturer in Commerce CSTS Govt. Kaladala Jangareddy gudem Mobile No. 7893917014 E-Mail:uttamsagar8@gmail.com	
Industrialist	CA. B. Deena Dayal Kumar Deena Dayal & Co, Chartered Accountants, Vijayawada. deenadayalco@gmail.com , 9490742742	
Student Member 1	BVSS KRISHNA bvss.krishna13@gmail.com 9704431897	
Student Member 2	Kurella Bhargavi kurelabhargavi@gmail.com 9553062060	

Resolutions:

The members of the Board of Studies in B.Com, Krishna University, held their meeting at P.B. Siddhartha College of Arts & Science, Vijayawada, and unanimously passed the following resolutions:

Resolution 1: Approval of Minor Course Syllabi

It is resolved to adopt and implement the syllabi for Minor Courses 1 to 6, covering the III to VI Semesters, for the following Minor programmes, with effect from the academic year 2026–2027 for the batch admitted during the academic year 2025–2026:

1. Commerce
2. Business Management
3. Finance
4. Digital Marketing
5. Human Resource Management

The detailed syllabi of the above Minor programmes are appended herewith for reference and implementation.

Resolution 2: Scheme of Examination and Distribution of Marks

The Board of Studies unanimously resolved to adopt the following scheme of examination for the Minor Courses:

- **Continuous Internal Assessment:** 30 Marks, to be conducted by the college.
- **Semester-End Examination:** 70 Marks, to be conducted by Krishna University, Machilipatnam.

The total marks for each course shall be 100.

Resolution 3: Approval of Model Question Papers

The Board of Studies unanimously resolved to approve the model question papers for the Minor Courses, along with the corresponding scheme for the distribution of marks, as presented before the Board and appended herewith for reference and implementation.

Krishna University
కృష్ణా విశ్వవిద్యాలయం
(Established under AP Act No. 29 of 2008)
Machilipatnam, Andhra Pradesh, India - 521004

Model Syllabus for Digital Marketing (Minor) in consonance with Curriculum framework w.e.f. AY 2025-26

COURSE STRUCTURE

Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits
II	III	1	Fundamentals of Digital Marketing	4	4
	IV	2	Social Media Marketing	4	4
III	V	3	Affiliate Marketing	4	4
		4	Search Engine Optimisation	4	4
	VI	5	E-Mail Marketing	4	4
		6	Mobile Marketing	4	4

Dr. K.Naveena	G Narayana Rao	Kona Narayana Rao
M.J.RAJ PAUL P	Dr. K.Siva Prakasa Rao	Smt. Ch. Lakshmi Bharati
Dr. M Pramodh Kumar	Dr K Uttamsagar	CA. B. Deena Dayal Kumar
	BVSS Krishna	Kurella Bhargavi

Krishna University :: Machilipatnam
SEMESTER-III
Minor: DIGITAL MARKETING **COURSE 1: Fundamentals of Digital Marketing**
Theory Credits: 4 4 hrs/week

Course Objectives

This course is designed to:

- Help students identify the core concepts of marketing and the role of digital marketing in society.
- Equip learners with the ability to collect, process, and analyze consumer and market data for informed marketing decisions.
- Understand pricing strategies and the integration of digital tools in the marketing mix.
- Explore the relevance and application of marketing automation, email marketing, and influencer marketing.
- Highlight the importance and strategic implementation of digital content such as blogs, social media, and mobile-based campaigns.

Course Outcomes (COs)

Upon successful completion of the course, students will be able to:
CO1: Understand the concepts, evolution, scope, and significance of digital marketing. CO2: Analyze the role of marketing automation and CRM systems in digital strategy. CO3: Apply digital marketing mix tools including online advertising, content creation, lead generation, and influencer marketing.
CO4: Examine the mechanics and impact of email and mobile marketing in B2B and B2C contexts.
CO5: Create, optimize, and evaluate blog content and understand its importance in brand communication.

UNIT I: Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM.

UNIT II: Marketing Automation: Definition, Advantages, Marketing Automation Softwares: CRM, Sales force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools.

UNIT III: Digital Marketing Mix: Online Advertising, Lead Generation, Social Media Marketing, Content and Copywriting. Influencer Marketing: Influencer, Payment to Influencer, difference between influencer marketing and celebrity endorsements.

UNIT IV: Email Marketing- Need for Emails, Types of Emails, options in Email advertising, Features of MailChimp, Mobile Marketing: Overview of the B2B and B2C Mobile Marketing.

UNIT V: What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog Optimization, and Blog Stats.

- Assignment: Create a blog on any niche of student's interest using a blog platform and submit analytics/statistics.
- Guest Lecture: Invite a digital marketing agency professional to explain real-life marketing automation practices.
- Group Discussion: Conduct discussion on the effectiveness of influencer marketing vs celebrity endorsements.
- Workshop: Conduct hands-on sessions on MailChimp and mobile marketing campaign design.
- Quiz: Weekly quiz on concepts and tools like SEO, social media metrics, email types, and CRM systems.

REFERENCE BOOKS:

1. Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of Business Engagement. Wiley
2. Your Google Game Plan for Success: Increasing Your Web
3. Michael J. Thibault (2023). The Influencer Blueprint: A Step-by-Step Guide to Harnessing the Power of Influencer Marketing for Business Success.
4. How To Start a Blog (on the Side) by Ryan Robinson
5. George Pain(2019). Marketing Automation and Online Marketing: Automate Your Business through Marketing Best Practices such as Email Marketing and Search Engine Optimization
6. Stevan Roberts (2016). Marketing AI: From Automation to Revenue Performance Marketing
7. Jodie the Mom (2023) Email Marketing Planner: Organize and Track Your Emails

Krishna University :: Machilipatnam
Model Question Paper

II B.Com Honours **Course:01**
Minor: DIGITAL MARKETING **Title: Fundamentals of Digital Marketing**
Semester III

Time : 3 hrs **Max Marks 70**

SECTION A

Answer any Four of the following EIGHT questions. **4 × 5 = 20 Marks**

1. Define digital marketing and state its need.
2. Explain the scope of digital marketing.
3. List any four advantages of marketing automation.
4. What is CRM? State its role in marketing automation.
5. Define lead generation and online advertising.
6. Distinguish influencer marketing from celebrity endorsement.
7. Explain any four types of email marketing.
8. What are blogs? State the importance of blog statistics.

SECTION B

Answer the following **5 × 10 = 50 Marks**

9A. Explain the meaning, definition, need and scope of digital marketing.

OR

B. Trace the history of digital marketing and explain its major approaches with suitable examples.

10. A. Define marketing automation and explain its advantages to marketers.

OR

B. Explain the role of CRM, Salesforce and analytics in marketing automation and customer experience.

11.A. Explain the digital marketing mix with reference to online advertising, lead generation, social media and content copywriting.

OR

B. Explain influencer marketing, methods of payment to influencers, and how it differs from celebrity endorsements.

12.A. Explain the need and types of email marketing. Describe the important features of Mail Chimp.

OR

B. Explain mobile marketing and compare its application in B2B and B2C contexts.

13.A Explain the importance of blogs and distinguish between personal blogs and corporate blogs.

OR

B. Describe popular blog platforms and explain tags, widgets, blog optimization and blog statistics.

Krishna University :: Machilipatnam
SEMESTER-III
Minor: DIGITAL MARKETING Course:02: Social Media Marketing

Theory Credits: 4 4 hrs/week

Course Objectives

This course is designed to:

- Introduce current and core practices of Digital and Social Media Marketing that allow learners to analyze, plan, execute, and evaluate a digital marketing strategy.
- Help students understand various digital platforms and tools relevant to contemporary marketing.
- Develop competencies in managing and customizing content across social media platforms.
- Familiarize learners with optimization and performance measurement techniques in social media.
- Equip students to integrate social media into broader digital and business strategies.

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: Understand the social media space, including types of websites, blogs, and apps used in digital marketing.

CO2: Analyze the effectiveness of social media programs of businesses and competitors. CO3: Design and customize social media strategies aligned with specific business goals. CO4: Implement and manage marketing campaigns using platforms like Facebook, LinkedIn, Twitter, and YouTube.

CO5: Evaluate the performance of social media marketing through social analytics, automation, and integrated tools.

UNIT I:

Introduction to digital and social media marketing-meaning-definition-types of social media websites-mobile apps-email- social media-various social media websites; Blogging-types, platforms.

UNIT II:

Social Media Management-Social Media and Target Audience-Sharing content on Social Media-Book marking websites; DO's and Don'ts of Social media.

UNIT III:

Social Media Strategy-Goals ,Planning, Strategies, Monitoring Analysis; Tips of Social Media Marketing-Customization; Social Media Optimization; Social Media Promotion-paid advertising – other methods-Social Media ROI.

UNIT IV:

Social Media for Marketing -Facebook, LinkedIn, Twitter, YouTube. Establishing Relationship with customers Social Media.

UNIT V:

Social Analytics- Automation and Social Media- Social Media and other types of Marketing, Managing Tools of Social Media.

- Blogging Exercise: Students will create and maintain a blog using any popular platform (e.g., WordPress/Blogger).
- Social Media Audit: Teams will analyze the digital presence of selected brands and present strategic improvement suggestions.
- Workshop: Conduct hands-on sessions on social media tools like Buffer, Hootsuite, or Canva for marketing campaigns.
- Group Discussion: Discuss the impact of paid vs organic promotion on social media platforms.
- Quiz and Case Analysis: Regular quizzes and mini-case analysis based on trending digital campaigns or influencer strategies.

TEXT BOOKS:

1. Digital Marketing: Seema Gupta-Mcgraw hill
2. Social Media Marketing: Tracy L. Tuten (2021).
3. Social Media Marketing: A Strategic Approach. Debra Zahay, Mary Lou Roberts
4. ChatGPT & Social Media Marketing. Ryan Turner.

Krishna University :: Machilipatnam
Model Question Paper

II B.Com Honours **Course:02**

Minor: DIGITAL MARKETING **Title: Social Media Marketing**

Semester IV

Time : 3 hrs **Max Marks 70**

SECTION A

Answer any Four of the following EIGHT questions. **4 × 5 = 20 Marks**

1. Define social media marketing.
2. List any four types of social media websites or applications.
3. What is a blog? Name any two blogging platforms.
4. What is a target audience in social media marketing?
5. State any four do's and don'ts of social media.
6. What is Social Media Optimization (SMO)?
7. State the uses of Facebook and LinkedIn for marketing.
8. What is social media analytics?

SECTION B

Answer the following **5 × 10 = 50 Marks**

9.A. Explain the meaning and types of digital and social media marketing, with examples of websites and mobile apps.

OR

B. Describe different types of blogs and explain the role of blogging platforms in digital marketing.

10. A. Explain how marketers identify a target audience and share suitable content on social media.

OR

B. Discuss bookmarking websites and explain the important do's and don'ts of social media management.

11.. Explain the steps involved in setting social media goals, planning, strategy development, monitoring and analysis.

OR

B. Explain social media optimization, paid and other promotional methods, customization and Social Media ROI.

12.A. Explain how Facebook and LinkedIn can be used to promote products and services.

OR

B. Discuss the marketing uses of Twitter and YouTube and explain how social media helps businesses establish customer relationships.

13. A Explain social analytics and its importance in evaluating social media performance.

OR

B. Discuss social media automation, social media management tools and the integration of social media with other types of marketing.

Krishna University :: Machilipatnam

SEMESTER-V

Minor: DIGITAL MARKETING **COURSE 3: Affiliate Marketing**

Theory Credits: 4 4 hrs/week

Course Objectives

This course is designed to:

- Introduce current and core practices of Digital and Social Media Marketing that allow learners to analyze, plan, execute, and evaluate a digital marketing strategy.
- Help students understand various digital platforms and tools relevant to contemporary marketing.
- Develop competencies in managing and customizing content across social media platforms.
- Familiarize learners with optimization and performance measurement techniques in social media.
- Equip students to integrate social media into broader digital and business strategies.

Course Outcomes (COs)

Upon successful completion of this course, students will be able to: **CO1**: Understand the social media space, including types of websites, blogs, and apps used in digital marketing.

CO2: Analyze the effectiveness of social media programs of businesses and competitors. **CO3**: Design and customize social media strategies aligned with specific business goals. **CO4**: Implement and manage marketing campaigns using platforms like Facebook, LinkedIn, Twitter, and YouTube.

CO5: Evaluate the performance of social media marketing through social analytics, automation, and integrated tools.

UNIT I: Introduction to affiliate marketing how affiliate marketing works-affiliate program payment methods- cookies, cookie stuffing and affiliates-ad sense- email spam, adware, trademark bidding-tiered affiliate marketing cross selling and up selling-multi tier marketing and commissions.

UNIT II: Enrolling in an affiliate marketing program-signing up as an affiliate-logging into your affiliate account-integrating affiliate links into your websites-monitoring affiliate performance and tracking sales - setting up an affiliate website. Promoting your affiliate program-performing market analysis and market research-market strategies establishment- affiliate marketing and organic search optimization.

UNIT III: Types of Affiliate Marketing Search affiliates-Price comparison service website Loyalty websites-Cause related and coupon websites Content and niche market website Personal weblogs and website syndicates-Email marketing and shopping directories Registration or co-registration affiliates-File sharing affiliates.

Unit IV: Strategies to improve affiliate marketing - affiliate links and how to deal with them-promoting your affiliate program-overcoming the challenges of affiliate marketing, performing market analysis and market research-market strategies establishment-affiliate marketing and organic search optimization.

Unit V: Setting Up affiliate Marketing Program - How to attract affiliates-Hosting and implementing an affiliate program-Growing your Affiliate Numbers. Setting up an affiliate program-Affiliate network service agreement-Data feeds and customer returns. Merchants/publisher management-Affiliate program promotion and content pages, Screen Affiliates-Combating affiliate fraud.

Student-Centric Activities

- **Blogging Exercise**: Students will create and maintain a blog using any popular platform (e.g., WordPress/Blogger).
- **Social Media Audit**: Teams will analyze the digital presence of selected brands and present strategic improvement suggestions.
- **Workshop**: Conduct hands-on sessions on social media tools like Buffer, Hootsuite, or Canva for marketing campaigns.
- **Group Discussion**: Discuss the impact of paid vs organic promotion on social media platforms.
- **Quiz and Case Analysis**: Regular quizzes and mini-case analysis based on trending digital campaigns or influencer strategies.

Text Books

1. Bruce C. Brown: The Complete Guide to Affiliate Marketing on the Web: How to Use and Profit from Affiliate Marketing Programs. (2008)
2. Eugenia Prussakov: Affiliate Program Management: An Hour a Day (2011).
3. Affiliate Marketing 2023 - Step by Step Michael Gordon Cohen (2023).
4. Evergreen Affiliate Marketing: Master the Mindset, Learn the Strategies and Apply the Systems Used by the World's Wealthiest Affiliate Marketers. Nate McCallister, Iram Allam, et al.(2021)

Krishna University :: Machilipatnam
Model Question Paper

II B.Com Honours. **Course:03**

Minor: DIGITAL MARKETING **Title: Affiliate Marketing**

Semester V

Time : 3 hrs **Max Marks 70**

SECTION A

Answer any Four of the following EIGHT questions. **4 × 5 = 20 Marks**

1. Define affiliate marketing.
2. What is an affiliate commission?
3. What are cookies in affiliate marketing?
4. Define cross-selling and upselling.
5. What is an affiliate link?
6. Name any four types of affiliate marketing websites.
7. What is organic search optimization in affiliate marketing?
8. State any four ways to prevent affiliate fraud.

SECTION B

Answer the following **5 × 10 = 50 Marks**

9. A. Explain how affiliate marketing works and describe the different affiliate programme payment methods.

OR

B. Explain cookies, cookie stuffing, AdSense, email spam, adware, trademark bidding, tiered affiliate marketing and commissions.

10. A Describe the steps involved in joining an affiliate marketing programme and integrating affiliate links into a website.

OR

B. Explain how affiliate performance and sales are monitored. Discuss market research, marketing strategy and organic search optimization.

11.A. Explain search affiliates, price-comparison websites, loyalty websites, coupon websites and cause-related websites.

OR

B Discuss content and niche websites, personal weblogs, email marketing, shopping directories, co-registration affiliates and file-sharing affiliates.

12.A Explain the strategies used to improve affiliate marketing performance and manage affiliate links effectively.

OR

B. Discuss the challenges of affiliate marketing and explain how market analysis, market research and organic search optimization can help overcome them.

13. A. Explain the steps involved in setting up, hosting and implementing an affiliate marketing programme.

OR

B. Discuss methods of attracting and managing affiliates, affiliate network service agreements, data feeds, customer returns and affiliate fraud prevention.

Krishna University :: Machilipatnam

SEMESTER-V

Minor: DIGITAL MARKETING **COURSE 4: Search Engine Optimisation**

Theory Credits: 4 4 hrs/Week

Course Objectives

This course is designed to:

- ✓ Understand the fundamental components of retail operations including store administration and management.
- ✓ Analyze inventory management techniques and their practical implications in the retail context.
- ✓ Examine retail operations including space allocation, merchandise handling, and checkout systems.
- ✓ Interpret financial trends and budgeting processes in asset and resource management.
- ✓ Evaluate the role of store security, maintenance, energy, and credit management in operational efficiency.

Learning Outcomes

At the end of the course, the students will be able to:

- CO1: Explain the structural setup and operational role of retail store management.
- CO2: Apply inventory control models such as EOQ, ABC, and GAP analysis to retail operations.
- CO3: Analyze store-level operations like space utilization, merchandise handling, and checkout systems.
- CO4: Interpret key business ratios and budgeting methods used in retail asset management.
- CO5: Assess and propose solutions for store security, loss prevention, and credit management challenges.

UNIT-I:

Overview: Performance: total clicks, total impression, avg. CTR, avg position - URL Inspection: URL on is Google – view crawled page–view source, learn more option

UNIT-II:

Index: Coverage: valid, excluded, valid with warnings, submitted and indexed, discovery, referring page, pages with errors, valid pages -Sitemaps-add new sitemap, submitted site maps, type, submitted, last read, status, discovered URLs.

UNIT-III:

Enhancements: -- Core web vitals -Mobile usability-AMP- bread crumbs-FAQ- How to-Logos-Review snippets-Site Links Search box

UNIT-IV:

Security & Manual Actions: Manual actions-How do I remove Manual Actions in Search Engine Optimisation-security issues and its report-

UNIT-V:

Legacy Tools and Reports: Links-settings-submit feedback- about new version- International targeting-messages-URL parameters-web Tools

- Conduct a field visit to a retail store and observe inventory management techniques such as EOQ, ABC analysis, or display planning.
- Submit a reflective report on operational layout and space utilization in a retail environment.
- Design a store layout using digital tools based on principles of visual merchandising and customer traffic flow.
- Prepare a mini-budget and resource allocation exercise for a simulated retail outlet.
- Organize a group presentation on modern credit management practices and energy-efficient retail infrastructure.
- Activities
- Written Assignments
- Oral Presentation
- Quiz Programme

References:

1. The Ultimate Guide to Google Search Console 2021 by AjaFrom@ajavuu, https://blog.hubspot.com/marketing/google - search-console
2. Google search console: Knowledge panel by Sajith Thomos and Evin Jaison 2016
3. Google Search Console: A Complete Guide by Gerardus Blokdyk 2018, Bookshout publishers

Krishna University :: Machilipatnam
Model Question Paper

II B.Com Honours. **Course:04**
Minor: DIGITAL MARKETING **Title: Search Engine Optimisation**
Semester V

Time : 3 hrs **Max Marks 70**

SECTION A

Answer any Four of the following EIGHT questions. **4 × 5 = 20 Marks**

1. What is Google Search Console?
2. Define total clicks and total impressions.
3. What is average Click-Through Rate (CTR)?
4. What is URL Inspection?
5. Distinguish valid pages from excluded pages in indexing reports.
6. What is a sitemap?
7. What are Core Web Vitals?
8. What are manual actions in Search Engine Optimisation?

SECTION B

Answer the following **5 × 10 = 50 Marks**

9. A. Explain the performance measures available in the overview, including total clicks, total impressions, average CTR and average position.

OR

B. Describe the URL Inspection tool and explain how to view a crawled page, view source and use the 'Learn more' option.

10. A. Explain the different indexing coverage statuses: valid, excluded, valid with warnings, submitted and indexed, and pages with errors.

OR

B. Explain how to add and review sitemaps, including sitemap type, submission date, last-read date, status and discovered URLs.

11.A Explain Core Web Vitals and mobile usability in the context of website performance.

OR

B. Discuss AMP, breadcrumbs, FAQ, How-to, logos, review snippets and the Sitelinks Search Box as website enhancements.

12. A. Explain manual actions in Search Engine Optimisation and describe the steps for addressing them.

OR

B. Discuss security issues in a website and explain the importance of reviewing security issue reports.

13. A. Describe the legacy tools and reports listed in the syllabus, including links, settings, feedback and information about the new version.

OR

B. Explain international targeting, messages, URL parameters and web tools under legacy tools and reports.

Krishna University :: Machilipatnam

SEMESTER-V

Minor: DIGITAL MARKETING **COURSE 5: E-MAIL MARKETING**

Theory Credits: 4 4 hrs/Week

Course Objectives

This course is designed to:

- Provide students with a comprehensive understanding of email marketing and its role in digital promotion.
- Enable learners to craft effective email campaigns that foster engagement, brand loyalty, and lead generation.
- Familiarize students with email marketing platforms, particularly MailChimp, and campaign automation features.
- Teach the design, scheduling, execution, and performance analysis of email campaigns.
- Introduce alternative tools to MailChimp for comparative learning and diversified skill development.

Course Outcomes (COs)

Upon successful completion of this course, students will be able to: **CO1**: Understand the importance, evolution, and goals of email marketing in the digital business ecosystem.
CO2: Design compelling email content, subject lines, and campaigns that align with strategic goals.
CO3: Navigate the MailChimp platform, build subscriber lists, and integrate forms effectively. **CO4**: Create and manage different types of email campaigns, newsletters, and automate workflows using MailChimp.
CO5: Evaluate and compare alternative email marketing tools and platforms like MailerLite, Sendinblue, Active Campaign, and HubSpot.

Unit I: Introduction to Email Marketing

Importance of Email Marketing – Popular Email Marketing Tools – Email Marketing Goals – History of Email Marketing – Advantages and Disadvantages of Email Marketing.

Unit II: E-Mail Marketing Understanding

Benefits of Email Marketing – How to Write Effective Content and Subject Line – Why Email Automation is Required – Designing an Effective Email Campaign – Tracking Email Marketing Reports – Email Guidelines.

Unit III: Introduction to MailChimp

MailChimp Structure – Account Setup and Settings – Email Marketing Strategy – Creating a Subscriber List – Integration of Forms in Site – Import Subscribers in a List.

Unit IV: MailChimp: Types of Email Marketing

Campaigns – Creating an Email – What is the Newsletter – Design a Newsletter – Reports – Marketing Automation.

Unit V: Best Email Marketing Alternatives

Introduction to MailerLite, Sendinblue, ActiveCampaign, HubSpot, etc.

- Written assignment on “Drafting an Effective Email Campaign Strategy” using sample marketing goals.
- Oral presentation on comparative analysis of MailChimp and other platforms (MailerLite, HubSpot, etc.).
- Quiz programme covering email marketing terms, automation workflow, campaign types, and legal guidelines (e.g., CAN-SPAM compliance).
- Practical task: Create a demo email campaign using MailChimp and present campaign performance reports.
- Group activity: Design and showcase a newsletter layout based on a chosen business scenario.

References

1. Tom Corson-Knowles. *Email Marketing Mastery*. TCK Publishing.
2. Susan Gunelius. *Ultimate Guide to Email Marketing for Business*. Entrepreneur Press, 2018.

Krishna University :: Machilipatnam
Model Question Paper

II B.Com Honours. **Course:05**
Minor: DIGITAL MARKETING **Title: E-MAIL MARKETING**
Semester V

Time : 3 hrs **Max Marks 70**

SECTION A

Answer any Four of the following EIGHT questions. **4 × 5 = 20 Marks**

1. Define email marketing.
2. State any four goals of email marketing.
3. List any four popular email marketing tools.
4. What is an effective email subject line?
5. Why is email automation required?
6. What is a subscriber list in MailChimp?
7. Define an email newsletter.
8. Name any four alternatives to MailChimp.

SECTION B

Answer the following **5 × 10 = 50 Marks**

9. A. Explain the importance, goals and history of email marketing.

OR

B. Discuss the advantages and disadvantages of email marketing and describe popular email marketing tools.

10.A. Explain how to write effective email content and subject lines, and discuss the benefits of email automation.

OR

B. Describe the steps in designing an effective email campaign and explain how campaign reports and email guidelines support performance.

11.A. Explain the structure of MailChimp and describe account setup and settings.

OR

B. Describe the process of developing an email marketing strategy, creating a subscriber list, integrating forms into a website and importing subscribers.

12.A. Explain the different types of email marketing campaigns and describe the process of creating an email in MailChimp.

OR

B. What is a newsletter? Explain how to design a newsletter and use reports and marketing automation.

13.A. Introduce MailerLite and explain its role as an alternative email marketing platform.

OR

B. Compare MailChimp with Sendinblue, ActiveCampaign and HubSpot as email marketing alternatives.

Krishna University :: Machilipatnam

SEMESTER-VI

Minor: DIGITAL MARKETING **COURSE 6: Mobile Marketing**

Theory Credits: 4 4 hrs/Week

Course Objectives

This course is designed to:

- Equip students with a foundational understanding of mobile marketing concepts, tools, and practices.
- Familiarize learners with various mobile campaign delivery platforms including SMS, mobile apps, and mobile websites.
- Explore supplemental services such as QR codes, AR, IVR, and their integration into marketing strategies.
- Provide insight into mobile advertising, search, regulations, and incentive systems in mobile-based promotions.
- Enable students to understand mobile marketing analytics and social media integration through practical tools like Buffer.

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: Understand and explain mobile marketing fundamentals and campaign delivery options. **CO2**: Identify and integrate supplemental mobile services like QR codes, AR, and IVR into mobile strategies.

CO3: Evaluate mobile advertising methods and apply rules and compliance regulations for mobile campaigns.

CO4: Develop mobile-integrated social media strategies using platforms like Facebook and location-based services.

CO5: Utilize mobile marketing software such as Buffer to design, execute, and analyze real-time campaigns.

UNIT I: Introduction to Mobile Marketing

Introduction to Mobile Marketing – Understanding Mobile Devices – Choosing the Right Device – Core Product and Service Offerings – Campaign Delivery Options: SMS, MMS, Mobile Apps, Mobile Websites – App Marketing.

UNIT II: Supplemental Mobile Products and Services

Campaign Delivery Options: QR Codes, Augmented Reality (AR), Interactive Voice Response (IVR) – Integration with Traditional Marketing – Cross-Channel Synchronization.

UNIT III: Mobile Advertising and Search

Mobile Advertising – Mobile Search Integration – Programmatic Ad Buying – Mobile Incentives and Loyalty Programs – Compliance and Legal Aspects – Mobile Campaign Regulations.

UNIT IV: Mobile Marketing and Social Media Integration

Social Media and Mobile Marketing – Content Optimization for Mobile – Facebook Advertising for Mobile – Location-Based Services – Beacons – Mobile-Responsive Web Design – Mobile Analytics – Career Opportunities in Mobile Marketing.

UNIT V: Practical Applications Using Buffer

Hands-on Lab: Using Buffer Software for Mobile Campaigns – Page Creation – Campaign Design – Scheduling – Performance Tracking – Team Collaboration – Case Studies.

Student-Centric Activities

- **Written Assignment**: Design a multi-channel mobile marketing strategy including SMS, apps, and social media.
- **Oral Presentation**: Present an analysis of QR code or AR-based mobile campaign examples.
- **Quiz Programme**: Covering mobile marketing platforms, rules, analytics, and practical tool use.
- **Practical Task**: Create and schedule a marketing campaign using Buffer and submit performance metrics.
- **Group Activity**: Simulate a live campaign using mobile apps and location-based promotions targeting campus events.

References

1. Daniel Rowles – *Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising*
2. Anindya Ghose – *Tap: Unlocking the Mobile Economy*
3. Erik Qualman – *Socialnomics: How Social Media Transforms the Way We Live and Do Business*

Krishna University :: Machilipatnam
Model Question Paper

II B.Com Honours. **Course:06**
Minor: DIGITAL MARKETING **Title: Mobile Marketing**
Semester VI

Time : 3 hrs **Max Marks 70**

SECTION A

Answer any Four of the following EIGHT questions. **4 × 5 = 20 Marks**

1. Define mobile marketing.
2. Name any four types of mobile devices or mobile delivery channels.
3. Distinguish SMS from MMS marketing.
4. What is a QR code?
5. Define Interactive Voice Response (IVR).
6. What is programmatic ad buying?
7. What are location-based services?
8. State the uses of Buffer in mobile campaign management.

SECTION B

Answer the following **5 × 10 = 50 Marks**

9.A Explain mobile marketing and discuss the importance of understanding mobile devices and choosing the right device.

OR

B. Describe SMS, MMS, mobile apps, mobile websites and app marketing as campaign delivery options.

10.A. Explain the use of QR codes, augmented reality (AR) and Interactive Voice Response (IVR) in mobile marketing.

OR

B. Discuss the integration of mobile marketing with traditional marketing and explain cross-channel synchronization.

11.A Explain mobile advertising, mobile search integration and programmatic ad buying.

OR

B. Discuss mobile incentives, loyalty programmes, compliance requirements and regulations for mobile campaigns.

12.A Explain the relationship between social media and mobile marketing, including mobile content optimization and Facebook mobile advertising.

OR

B. Discuss location-based services, beacons, mobile-responsive web design, mobile analytics and career opportunities in mobile marketing.

13.A Describe How Buffer can be used to create a page and design and schedule a mobile marketing campaign.

OR

B. Explain performance tracking and team collaboration in Buffer. Illustrate your answer with a suitable mobile campaign case.