

## Meeting-I

07.02.2022

The department meeting was held in the principal's Chamber on 07.02.2022. After discussing with the principal department of Commerce faculty and the students of I.B.Com It is resolved to the existing Curriculum by initiating a Certificate Course in "DIGITAL MARKETING" for the benefit of students this academic year 2021-2022. A Proposal seeking permission to start the Course should be Submitted to the principal with in two days.

Course Duration : 30 to 40 days  
 Student Intake : 20 to 30 [FCFS]  
 Formative Assessment : 15M (MCQ's)  
 Summative Assessment : 25M (MCQ's)

P. Balanababu  
 Course Coordinator

S.Ch.V.P.M.R. Govt Degree Collge.  
 GANAPAVARAM - 534198

Staff :- 1. P.V. Ramesh Babu,

Lec in Comp Application - P.V.R

2. B. Rani Durga - B. Rani Durga

Lec in Commerce -

3. Dr. Anuradha, - Anuradha

Lec in English -

PRINCIPAL  
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S.Ch.V.P.M.R. Govt. Degree College  
 GANAPAVARAM-534198. (W.G. Dist)

### Student Representation:

1. B. Shalini [I.B.Com] - B. Shalini

2. D. Sirisha [I.B.Com] - D. Sirisha



Date: 08.02.2022

**From**  
P.Bala Manikanta  
Dept. of Commerce  
SCHVPMR Govt. Degree College  
Ganapavaram

**To**  
The Principal  
SCHVPMR Govt. Degree College  
Ganapavaram

**Sub:** Curriculum Enrichment for 2021-22 - Dept. of Commerce - proposal for starting a Certificate Course in Digital Marketing - Request for permission - Reg.

This is to submit that the Dept. of Commerce is proposing to start a Certificate Course in "Digital Marketing" during the academic year 2021-22 so as to enrich the existing curriculum for the benefit of the students. Hence, this proposal is submitted seeking your permission.

<b>Course duration :</b>	30 to 40 days
<b>Student intake :</b>	20 to 30
<b>Name of Faculty :</b>	<b>P.Bala Manikanta</b>
<b>Formative Assessment :</b>	15 marks (objective type)
<b>Summative Assessment :</b>	25 marks (objective type)
<b>Qualifying mark :</b>	15

**Objectives:**

- ❖ To educate students on basic concepts of Digital marketing
- ❖ To empower students Constructing Brand Value and Awareness. ...
- ❖ To develop students' skills in Reduce cost prices for New Customers.

*B. Bala Manikanta*  
In charge of the Dept. of Commerce  
Department of Commerce  
Sri Ch.V.P.M.R. Govt Degree College  
GANAPAVARAM 534 198  
W. G. DL, A. P.





**SRI CHINTALAPATI VARA PRASADA MURTHY RAJU**  
**GOVERNMENT DEGREE COLLEGE**  
GANAPAVARAM-534 198  
ESTD. 1972 • AFFILIATED TO ADIKAVI NANNAYA UNIVERSITY • ACCREDITED NAAC 'B'



Proceedings of the Principal (FAC), SCHVPMR Govt. Degree College, Ganapavaram

Present: *Dr M. Syambab, M.Sc., Ph. D.,*

Re.No.23/3/CC-21-22

Dated -08.02.2022

Sub: Dept. of Commerce - Proposal for Certificate Course in Digital Marketing for the academic year 2021- 22- Permission granted - Orders issued - Reg.

The Principal, SCHVPMR Govt. Degree College, Ganapavaram is pleased to grant permission to launch a Certificate Course in “**Digital Marketing**” by the Department of Commerce during the academic year 2021-22. The In-charge, Department of Commerce is requested to follow the due procedure for conducting the said course and submit a report thereof.

  
PRINCIPAL  
PRINCIPAL

S.CH.V.P.M.R.Govt.Degree College  
GANAPAVARAM-534198. (W.G.Dist)

Circular - 1

08.02.2022

Greetings from the department of Commerce,

All the students of J.B.Com informed that the department of Commerce of our College going to start a Certificate Course "DIGITAL MARKETING" from 15.02.2022. Hence you are suggested to enroll for the Course and make use of it.

Enrolment forms will be shared with you. A Copy of Course Syllabus is enclosed here with COURSE DESIGN:

NAME OF THE COURSE : Digital Marketing  
 DURATION : 30 to 40 days  
 STUDENT INTAKE : 20 to 30 [FCFS]  
 COURSE START ON : 15.02.2022

FORMATIVE ASSESSMENT : 15M (MCQ's) - The middle of the Course

SUMMATIVE ASSESSMENT : 25M (MCQ's) - At the end of the Course

→ 75% of attendance is mandatory to give the final test.

→ Qualifying marks is 15M (or) will be given of 25M [S.A]

→ Students who score 15 will be given Course.

Completion Certificate.

P. Balasubant  
 COURSE COORDINATOR  
 S. Ch. V. P. M. R. Govt. Degree College  
 GANAPAVARAM 534198  
 Staff : W. G. B. Reddy

2. P. V. R.

3. J. R. S.

S. Ch. V. P. M. R. Govt. Degree College  
 GANAPAVARAM-534198. (W.G. Dist)



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## Certificate Course on "Digital Marketing"

Academic Year 2021-22

**Total Instructional Hours: 30**

### Syllabus

#### Unit 1: Introduction to Digital Marketing.

Principles of Digital Marketing; Digital Marketing Channels; Tools to Create Buyer Persona; Competitor Research Tools, Website Analysis Tools, etc.(5 hours)

#### Unit 2 : Content Marketing.

Content Marketing Concepts & Strategies; Planning, Creating, Distributing & Promoting Content; Optimize Website UX & Landing Pages; Measure Impact; Metrics & Performance; Using Content Research for Opportunities, etc. (8 hours)

#### Unit 3 : Social Media Marketing.

Introduction; Major Social Media Platforms for Marketing; Developing Data-driven Audience & Campaign Insights; Social Media for Business; Creation & Optimization of Social Media Campaigns, etc.(5 hours)

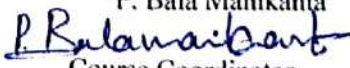
#### Unit 4 : Search Engine Optimization.

Search Engine Optimization Fundamentals; Keywords and SEO Content Plan; SEO & Business Objectives; Writing SEO Content; On-site & off-site SEO; Optimize Organic Search Ranking, etc.(5 hours)

#### Unit 5: Web Design.

Web design, optimization of websites; Publishing a basic website; User-centred Design and Website Optimization; Design Principles and Website Copy; Website Metrics & Developing Insight, etc. (7 hours)

  
Principal  
PRINCIPAL  
S.CH.V.P.M.R.Govt.Degree College  
GANAPAVARAM-534198. (W.G.Dist)

P. Bala Manikanta  
  
Course Coordinator  
Department of Commerce  
S.Ch.V.P.M.R. Govt Degree College  
GANAPAVARAM - 534 198  
W. G. Dt., A. P.

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**SRI CHINTALAPATI VARA PRASADA MURTHY RAJU**  
**GOVERNMENT DEGREE COLLEGE**  
ESTD: 1972 - AFFILIATED TO ADIKAVI NANNAYA UNIVERSITY - ACCREDITED NAAC 'B'

**DEPARTMENT OF COMMERCE**  
**Certificate Course on "Digital Marketing"**

**Course Outline**

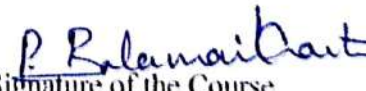
Course Duration	30 to 40 days
Course Fee	Nil
Target Group	BCOM (GEN & COMP)
Student intake	20 to 30 (First Come-First Serve)
Start Date	15.02.2022
No. of Modules	5
Formative Assessment	15 marks (objective type)
Summative Assessment	25 marks (objective type)
Qualifying Mark	15
Name of the Course Coordinator	P.Balamanikanta

**Student Registration Form**

Date: 15.02.2022

Name of the Student : B. Samuel Raj  
Admission Number : 7019  
Batch : 06.  
Year and Program studying : 2021-22  
Semester : I

  
Signature of the Student

  
Signature of the Course  
Department of Commerce  
Sri Ch. V. P. M. R. Govt Degree College  
GANAPAVARAM - 534 198  
W. G. Dt., A. P.

6 B



SRI CHINTALAPATI VARA PRASADA MURTHY RAJU  
GOVERNMENT DEGREE COLLEGE  
ESTD. 1972 - AFFILIATED TO ANIRAVI HANNAVA UNIVERSITY - ACCREDITED U.A.C.



DEPARTMENT OF COMMERCE  
Certificate Course on "Digital Marketing"

Course Outline

Course Duration	30 to 40 days
Course Fee	Nil
Target Group	BCOM (GEN & COMP)
Student intake	20 to 30 (First Come-First Serve)
Start Date	15.02.2022
No. of Modules	5
Formative Assessment	15 marks (objective type)
Summative Assessment	25 marks (objective type)
Qualifying Mark	15
Name of the Course Coordinator	P.Balamanikanta

Student Registration Form

Date: 15.02.2022

Name of the Student : B. Dhana Sri Ramya  
Admission Number : 7020  
Batch : 06  
Year and Program studying : 2021 - 22  
Semester : I

*D. S. Ramya*  
Signature of the Student

*P. Balamanikanta*  
Signature of the Course  
Coordinator  
Department of Commerce  
Ch. V. P. M. R. Govt Degree College  
GANAPAVARAM - 534 198  
W. G. Dt., A. P.





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**SRI CHINTALAPATI VARA PRASADA MURTHY RAJU**  
**GOVERNMENT DEGREE COLLEGE**

ESTD. 1972 • AFFILIATED TO ADIKAVI NANNAYA UNIVERSITY • ACCREDITED NAAC 'B'



(Affiliated to Adikavi Nannaya University, Rajamahendravaram, A.P.)

**Department of Commerce**  
**Certificate course on "Digital Marketing"**  
**Academic Year: 2021-22**

**List of Students Enrolled**

Sl.No.	Admn. No.	Class	Name of the Student	Student signature
1	7017	I B.COM(G)	ALUBILLI ADITYA	A. Aditya
2	7018	I B.COM(G)	BOCHULA ANESH	B. Anesh
3	7019	I B.COM(G)	BODIGADDA SAMUEL RAJU	B. Samuel Raju
4	7020	I B.COM(G)	BUDDALA DANA SRI RAMYA	B.D.S. Ramya
5	7021	I B.COM(G)	CHAVVAKULA MAHESH VARMA	Ch. Mahesh Varma
6	7022	I B.COM(G)	DEVABATHULA YUVARAJ	D. Yuvraj
7	7023	I B.COM(G)	GIDDA ANANTHA KUMAR	G. Anantha Kumar
8	7024	I B.COM(G)	GUDISE JHANSI LAKSHMI	G. Jhansi Lakshmi
9	7025	I B.COM(G)	KOMATI SRIVALLI	K. Srivalli
10	7026	I B.COM(G)	KOTA NITHIN RAJU	K. Nithin Raju
11	7027	I B.COM(G)	MAMIDISETTI DEVI SIRI JYOTHI	M.D. Sri Jyothi
12	7028	I B.COM(G)	MANUKONDA YESU DAINI	M.Y. Daini
13	7029	I B.COM(G)	MARISETTI SRAVA NTHI	M. Sravanthi
14	7030	I B.COM(G)	PERICHERLA PRADEEP RAJU	P. Pradeep Raju
15	7031	I B.COM(G)	PILLA BHASKARA VENKATA PRASAD	P.B.V. Prasad
16	7032	I B.COM(G)	POTHURAJU HANUMAN JAYAPRADA	P.H. Jayaprada
17	7033	I B.COM(G)	PULIGEDDA PRASANTHI	P. Prasanthi
18	7034	I B.COM(G)	PUVVALA GOLLA SAI DURGA RAO	P.G. Sai Durga Rao
19	7035	I B.COM(G)	RAPAKA PRASANTHI	R. PRASANTHI
20	7036	I B.COM(G)	SANAM MALLESWARA RAO	S. Malleswara

  
Principal  
**PRINCIPAL**

S.CH.V.P.M.R. Govt. Degree College  
GANAPAVARAM-534198. (W.G. Dist)

  
Course coordinator

Department of Commerce  
Sri Chintalapati, V.P.M.R. Govt Degree College  
GANAPAVARAM - 534 198  
W. G. Di., A. P.





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Circular-2

08.03.2022.

Dear Students,

We will ~~conduct~~ conduct a formative assessment test in digital Marketing Certificate Course on 11.08.2022.

Attendance is mandatory.  
Syllabus is U-I & II in the prescribed syllabus.

U-I : Introduction to digital Marketing

U-II : Content Marketing

I.B.Com 1. B. Iridurga

2. P.V.P.

3. J.R.W.

P. Balamankot  
COURSE COORDINATOR

Department of Commerce  
S.Ch.V.P.M.R. Govt Degree College  
GANAPAVARAM - 534 198  
W. G. Dt., A. P.

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SRI CHIVPAMR GOVERNMENT DEGREE  
COLLEGE, GANAPAVARAM



# DEPARTMENT OF COMMERCE

## Certificate Course in "Digital Marketing"

Formative Assessment Test -11.03.2022 Max. Marks: 15 Time: 30 minutes

Name of the Student: M. Sivanthi Batch no: IB.Co(6) Adm no: 7029

1. \_\_\_\_, social media, mobile apps, and other digital channels are all examples of digital marketing used by companies and companies. (D) ✓  
A. Search Engines B. Website C. Emails D. All of the above
2. \_\_\_\_ are used in digital marketing. (C) ✓  
A. Electronic devices B. Internet C. Both A and B D. None of the above
3. \_\_\_\_ is/are the main component(s) of digital marketing. (D) ✓  
A. SEO B. SMO C. SEM D. All of the above
4. What is the full form of SEO? (C) ✓  
A. Search Engine Optimal B. Social Engine Optimization  
C. Search Engine Optimization D. Social Engine Optimal
5. What is the full form of SEM? (A) ✗  
A. Social Engine Marketing B. Search Engine Market  
C. Search Engine Management D. Social Engine Management
6. What is the full form of SMO? (D) ✓  
A. Social Media Optimal B. Search Media Optimal  
C. Search Media Optimization D. Social Media Optimization
7. In recent years, digital marketing has also become more reliant on \_\_\_\_\_. (C) ✓  
A. Email B. Affiliate C. Both A and B D. None of the above
8. Using \_\_\_\_, you improve your site's structure and content and conduct promotional activities to enhance your ranking on search engines. (A) ✓  
A. Search Engine Optimization B. Social Media Marketing  
C. Social Media Optimization D. Search Engine Marketing
9. \_\_\_\_ is/are part(s) of SEO. (B) ✗  
A. Off-Page B. On-Page C. Both A and B D. None of the above
10. In On-Page SEO, website owners use various methods and measures within their own websites to improve their website's \_\_\_\_ on search Engines. (A) ✗  
A. Pages B. Ranking C. Portal D. Data
11. An on-page search engine optimization strategy involves dealing with elements of SEO within a website, such as \_\_\_\_, etc. (D) ✓  
A. Meta Tags B. Technical Tags C. Content Quality D. All of the above
12. The important On-Page SEO factor(s) is/are - (C) ✗  
A. Meta Tags B. Sitemap C. Canonical Tag D. All of the above
13. \_\_\_\_ contain meta tags that contain information about their content. (A) ✓  
A. Pages B. Sites C. Portals D. Browsers
14. The meta tags provide information about the \_\_\_\_\_. (A) ✗  
A. Page B. Author C. When it was last updated D. All of the above
15. As Meta Tags help search engines--the page, they are extremely important in terms of SEO. (C) ✓  
A. Understand B. Index C. Both A and B D. None of the above

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SRI CHIVIPM GOVERNMENT DEGREE  
COLLEGE, GANAPAVARAM



# DEPARTMENT OF COMMERCE

## Certificate Course in "Digital Marketing"

Formative Assessment Test -11.03.2022 Max. Marks: 15 Time: 30 minutes

Name of the Student: B. Dhara Sri Romya Batch no: IB.Com Adm no: 7020

1. \_\_\_\_, social media, mobile apps, and other digital channels are all examples of digital marketing used by companies and companies.  (A)  
A. Search Engines B. Website C. Emails D. All of the above
2. \_\_\_\_ are used in digital marketing.  (C)  
A. Electronic devices B. Internet C. Both A and B D. None of the above
3. \_\_\_\_ is/are the main component(s) of digital marketing.  (D)  
A. SEO B. SMO C. SEM D. All of the above
4. What is the full form of SEO?  (C)  
A. Search Engine Optimal B. Social Engine Optimization  
C. Search Engine Optimization D. Social Engine Optimal
5. What is the full form of SEM?  (B)  
A. Social Engine Marketing B. Search-Engine Market  
C. Search Engine Management D. Social Engine Management
6. What is the full form of SMO?  (D)  
A. Social Media Optimal B. Search Media Optimal  
C. Search Media Optimization D. Social Media Optimization
7. In recent years, digital marketing has also become more reliant on \_\_\_\_.  (A)  
A. Email B. Affiliate C. Both A and B D. None of the above
8. Using \_\_\_\_, you improve your site's structure and content and conduct promotional activities to enhance your ranking on search engines.  (A)  
A. Search Engine Optimization B. Social Media Marketing  
C. Social Media Optimization D. Search Engine Marketing
9. \_\_\_\_ is/are part(s) of SEO.  (D)  
A. Off-Page B. On-Page C. Both A and B D. None of the above
10. In On-Page SEO, website owners use various methods and measures within their own websites to improve their website's \_\_\_\_ on search Engines.  (B)  
A. Pages B. Ranking C. Portal D. Data
11. An on-page search engine optimization strategy involves dealing with elements of SEO within a website, such as \_\_\_\_, etc.  (D)  
A. Meta Tags B. Technical Tags C. Content Quality D. All of the above
12. The important On-Page SEO factor(s) is/are \_\_\_\_.  (D)  
A. Meta Tags B. Sitemap C. Canonical Tag D. All of the above
13. \_\_\_\_ contain meta tags that contain information about their content.  (A)  
A. Pages B. Sites C. Portals D. Browsers
14. The meta tags provide information about the \_\_\_\_.  (D)  
A. Page B. Author C. When it was last updated D. All of the above
15. As Meta Tags help search engines--the page, they are extremely important in terms of SEO.  (C)  
A. Understand B. Index C. Both A and B D. None of the above



Circular - III

26.03.2022.

Dear Students,

Instruction classes are concluded today for the Certificate Course "DIGITAL MARKETING". A Summative Test will be conducted on 31.03.2022 covering the Syllabus. please remember that.

- \* The Qualifying marks is 15 out of 40 for Course Completion.
- \* Student with the less 75% of attendance not eligible to give this test.

Date : 31.03.2022

Syllabus: Overall Digital Marketing.

Staff: 1. B. Sai Jyoga  
2. P. V. R. S. R.  
3. J. M. W.

P. Balasubramanian  
COURSE COORDINATOR  
S. CH. V. P. M. R. Govt Degree College  
GANAPAVARAM - 534 198  
W. G. Dt., A. P.

PRINCIPAL 2018/19  
PRINCIPAL  
S. CH. V. P. M. R. Govt. Degree College  
GANAPAVARAM - 534198. (W.G. Dt.)



Class : .....  
Section : .....

# Pupils Attendance Register

for the Month of March 2022

No of Working Days : 23 .....  
Average Attendance : .....

1	2	3	4	5													
				1	2	3	4	5	6	7	8	9	10	11	12		
Admn. No.	Sl. No.	Name of the Pupil	Caste														
	1.	Alubili Aditya		P	P	P	P					P	A	P	P	P	
	2.	Bachala Anesh															
	3.	Bodigadda Samuel Raju		A	P	A						P	P	P	P	A	
	4.	Budabala Dana Sasi Ramya		P	P	P						P	P	P	P		
	5.	Chavakula Mahesh Varma		P	P	P						P	P	P	P	A	
	6.	Gidda Anantha kumar		P	P	P						P	P	P	P		
	7.	Gudise Jhansi Lakshmi		P	P	P						P	P	P	P	A	
	8.	Devabathula Yuvraj															
	9.	Komati Souvalli		P	P	P											
	10.	Kota Nithin Raju															
	11.	Hamidiseti Devi Sisu jyothi		P	P	A											
	12.	Manukunda Yesalhini		P	P	A											
	13.	Masiseti Sravanthi		P	P	P											
	14.	Pesichesla Pradeep Raju															
	15.	Pilla Bhaskara Venkata Prasad		P	P	P											
	16.	Pothusaju Hanuman Jaya Prasad		P	P	P											
	17.	Poligadda Prasanthi		P	P	P						A	P	P	P	A	
	18.	Puvvala Golla Sai durga Rao		P	P	P											
	19.	Rapaka Prasanth		P	P	P											
	20.	Sanam Malleswar Rao		P	P	P											

Formative Assessment

5												6	7	8	9							
13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	23 of Present	Date of Birth	Date of Joining	Remarks
P	P	P	P			A		P	P	P	P	P	P		P	A	P	P	19	28	82%	A.P.Singh
A	A	P	P			P		P	P	P	P	P	P		P	P	P	A	05	04	11%	I. J. Reddy
A	P	P	P			P		P	P	P	P	P	P		P	P	P	P	17	27	79%	B. Sankar
P	P	P	P			P		P	P	P	P	P	P		P	P	P	A	23	30	83%	B.S. Sankar
P	P	P	P			A		P	P	P	P	P	P		P	P	P	A	21	32	94%	Ch. Srinivas
P	P	P	P			P		P	P	P	P	P	P		P	P	P	P	22	27	79%	G. Srinivas
P	P	P	A			P		P	P	P	P	P	P		P	P	P	A	20	29	85%	G. Srinivas
A	P	P	P			A		P	P	P	P	P	P		P	P	P	P	00	05	14%	
A	P	P	P			A		P	P	P	P	P	P		P	P	P	P	21	31	91%	K. Srinivas
P	P	P	P			P		P	P	P	P	P	P		P	P	P	P	23	33	92%	K. Srinivas
P	P	P	A			A		A	P	P	P	P	P		P	P	P	A	17	28	82%	K. Srinivas
P	P	P	P			A		A	P	P	P	P	P		P	P	P	A	18	26	76%	K. Srinivas
P	P	P	A			A		A	P	P	P	P	P		P	P	P	P	20	29	85%	K. Srinivas
																			00	06	12%	
P	P	P	P			P		P	P	P	P	P	P		P	P	P	P	23	31	91%	P. Srinivas
P	P	P	P			A		P	P	P	P	P	P		P	P	P	P	21	32	94%	P. Srinivas
P	P	P	P			P		A	P	P	P	P	P		P	P	P	A	19	30	88%	P. Srinivas
P	P	P	P			A		P	P	P	P	P	P		P	P	P	P	21	28	82%	P. Srinivas
P	P	P	P			A		P	P	P	P	P	P		P	P	P	P	22	29	85%	P. Srinivas
A	P	P	P			A		P	P	P	P	P	P		P	P	P	P	21	27	79%	P. Srinivas

MONTHLY REPORT									
	Boys	Girls	Total	Caste	Boys	Girls	Total	No. of Present	FN
No. on rolls at the beginning of the month				S.C.					FN
Admitted during the month				S.T.					A.N
Left during the month				B.C.					A.N
No. on rolls at the end of the month				O.C.					
				Total					

**P. Balasubrahmanya**  
**COURSE COORDINATOR**  
 Department of Commerce  
 V.V.P.M.R. Govt Degree College  
 ANAPAVARAM - 534 198  
 W.G.O., A.P.

**PRINCIPAL**  
**S. CH. V. P. M. R. Govt. Degree College**  
 ANAPAVARAM - 534 198 (W.G.O.)  
 W.G.O., A.P.





S C E V P M R GOVERNMENT DEGREE  
COLLEGE, GANAPAVARAM



# DEPARTMENT OF COMMERCE

## Certificate Course in "Digital Marketing"

Summative Assessment- 31-03-2022 Max. Marks: 25 Time: 50 minutes

Name of the Student: M. Sravanthi Group: B.Com(G) Admn. No.: 2029

Answer all the following (25 X 1 = 25)

- 1) Which of the following is the correct depiction of Digital Marketing (D)  
A. E-mail Marketing    B. Social Media Marketing    C. Web Marketing    D. All of the above
- 2) \_\_\_\_\_ doesn't fall under the category of digital marketing (D)  
A. TV    B. Billboard    C. Radio    D. All of the above
- 3) Which of the following is incorrect about digital marketing? (B)  
A. Digital marketing can only be done offline    B. Digital marketing cannot be done offline.  
C. Digital marketing requires electronic devices for promoting goods and services.  
D. In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing.
- 4) How many types of pillars do we have in digital marketing? (B)  
A. 1    B. 2    C. 3    D. 4
- 5) Which of the following is involved in the digital marketing process? (D)  
A. RSA    B. Voice Broadcasting    C. Podcasting    D. All of the above
- 6) What is the name of the process in which marketing is achieved by incorporating tools, techniques, electronic devices, technologies, or systems? (C)  
A. Internet Marketing    B. Direct Marketing    C. Electronic Marketing    D. Interactive Marketing
- 7) In Content marketing the content should be? (D)  
A. valuable    B. relevant    C. consistent    D. All of the above
- 8) Content marketing aims \_\_\_\_\_. (A)  
A. drive profitable customer action    B. distract defined audience    C. lose defined audience  
D. None of the above
- 9) Approximately how many businesses content marketing is used? (C)  
A. 20% to 30%    B. 40% to 50%    C. 60% to 70%    D. 80% to 90%
- 10) Which of the following comes under content pyramid? (D)  
A. blog post    B. social update    C. Tweets    D. All of the above



- 11). Which of the following its not a benefit of content marketing? (B)  
 A. Increased sale      B. Better customers who have more loyalty      C. less engagement  
 D. Cost saving
12. Which of the following is NOT a Social Media Platform? (D)  
 A. Face book      B. Twitter      C. Instragram      D.Google
13. How many Social Media Classification tools are there? (B)  
 A. 2      B. 3      C. 4      D. 5
14. Which of the following is a Social Media Classification tool? (D)  
 A. Social Publishing      B. Social Networking      C. Photo-based Social Networking  
 D.All of the above
- 15.--content through social media (videos and written text) allows us to disseminate information (B)  
 A. Networking      B. Publishing      C. Marketing      D.Advertising
16. The use of social networking sites for sharing photos is known as \_\_\_\_\_. (B)  
 A. Social Networking      B.Photo-based Social Networking      C.Social Publishing  
 D.Social Marketing
- 17.SMM helps improve – (C)  
 A. Brand Awareness      B.Product Visibility      C. Both A and B      D. None of the above
18. Marketers who are successful focus primarily on \_\_\_\_\_ the value of their products . (B)  
 A. Depreciating      B.Enhancine      C. Demonizing      D. None
- 19.What does SEO stand for? (C)  
 A. Search Engine Optimal      B.Social Engine Optimal      C. Search Engine Optimization  
 D.Social Engine Optimization ( )
- 20.Search engine optimization (SEO) is an effective method for \_\_\_\_\_ the ranking of websites in search engine results. (A)  
 A. Increasing      B. Decreasing      C. Lowering      D. None
- 21.Which of the following key metrics is/are used by search engines? (B) X  
 A. Links      B. Content      C. Page Structure      D. All of the above
- 22.Which of the following is/are an/example of Black Hat SEO? (D) ✓  
 A. Keyword Stuffing      B.Duplicate Content      C.Cloaking      D. All of the above
- 23)How many colour names are used by the browsers? (A) X  
 (A) 8      (B) 18      (C) 12      (D) 16
- 24)Which tag is used to display text in title bar of a web document? (A) X  
 (A) Body tag      (B) Meta tag      (C) Title tag      (D) Comment tag
- 25)The \_\_\_\_\_ attribute is used to identify the values of variables (B) ✓  
 (A) text      (B) http      (C) content      (D) name



S CH V P M R GOVERNMENT DEGREE  
COLLEGE, GANAPAVARAM



# DEPARTMENT OF COMMERCE

## Certificate Course in "Digital Marketing"

Summative Assessment- 31-03-2022 Max. Marks: 25 Time: 50 minutes

Name of the Student: B. Dana Sri Ramya Group: IBCom (6) Adm. No. 7020

Answer all the following (25 X 1 = 25)

- 1) Which of the following is the correct depiction of Digital Marketing (D)  
A. E-mail Marketing    B. Social Media Marketing    C. Web Marketing    D. All of the above
- 2) \_\_\_\_\_ doesn't fall under the category of digital marketing (D)  
A. TV    B. Billboard    C. Radio    D. All of the above
- 3) Which of the following is incorrect about digital marketing? (B)  
A. Digital marketing can only be done offline    B. Digital marketing cannot be done offline.  
C. Digital marketing requires electronic devices for promoting goods and services.  
D. In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing.
- 4) How many types of pillars do we have in digital marketing? (B)  
A. 1    B. 2    C. 3    D. 4
- 5) Which of the following is involved in the digital marketing process? (D)  
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17. SMM helps improve – (C)
- A. Brand Awareness      B. Product Visibility      C. Both A and B      D. None of the above
18. Marketers who are successful focus primarily on \_\_\_\_\_ the value of their products. (D)
- A. Depreciating      B. Enhancing      C. Demonizing      D. None
19. What does SEO stand for? (C)
- A. Search Engine Optimal      B. Social Engine Optimal      C. Search Engine Optimization  
D. Social Engine Optimization ( )
20. Search engine optimization (SEO) is an effective method for \_\_\_\_\_ the ranking of websites in search engine results. (A)
- A. Increasing      B. Decreasing      C. Lowering      D. None
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- A. Links      B. Content      C. Page Structure      D. All of the above
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(Affiliated to Adikavi Nannaya University, Rajamahendravaram, A.P.)

**Department of Commerce**  
**Certificate course on "Digital Marketing"**  
**Academic Year: 2021-22**  
**RESULT SHEET**

Sl.No.	Admn. No.	Class	Name of the Student	FA Marks	SA Marks	Total	Grade	Signature
				15	25			
1	7017	B.Com (G)	ALUBILLI ADITYA	08	08	16	D	A. Aditya
2	7018	B.Com (G)	BOCHULA ANESH	AB	AB	AB	F	
3	7019	B.Com (G)	BODIGADDA SAMUELRAJU	11	20	31	A	B. Samuel
4	7020	B.Com (G)	BUDDALA DANA SRI RAMYA	12	22	34	A	B.D.S. Ramya
5	7021	B.Com (G)	CHAVVAKULA MAHESH VARMA	09	21	30	B	ch. mahesh
6	7022	B.Com (G)	DEVABATHULA YUVARAJ	AB	AB	AB	F	
7	7023	B.Com (G)	GIDDA ANANTHA KUMAR	11	15	24	C	G. Anantha Kumar
8	7024	B.Com (G)	GUDISE JHANSILAKSHMI	12	20	32	A	G. J. Lakshmi
9	7025	B.Com (G)	KOMATI SRIVALLI	10	20	30	B	K. Srivalli
10	7026	B.Com (G)	KOTA NITHIN RAJU	11	20	31	A	K. Nithin
11	7027	B.Com (G)	MAMIDISETTI DEVI SIRI JYOTHI	11	19	30	B	M.D.S. Jyothi
12	7028	B.Com (G)	MANUKONDA YESUDAINI	09	09	18	D	M. Yesudaini
13	7029	B.Com (G)	MARISETTI SRAVANTHI	10	22	32	A	M. Sravanthi
14	7030	B.Com (G)	PERICHERLA PRADEEPRAJU	AB	AB	AB	F	
15	7031	B.Com (G)	PILLA BHASKARA VENKATA PRASAD	09	19	28	B	P.B.V. Prasad
16	7032	B.Com (G)	POTHURAJU HANUMAN JAYAPRADA	11	21	32	A	P.H. Jaya
17	7033	B.Com (G)	PULIGEDDA PRASANTHI	11	20	31	A	P. Prasanthi
18	7034	B.Com (G)	PUVVALA GOLLA SAI DURGA RAO	09	14	23	C	P.G. S.D. Rao
19	7035	B.Com (G)	RAPAKA PRASANTHI	09	12	21	C	R. Prasanthi
20	7036	B.Com (G)	SANAM MALLESWARA RAO	10	15	25	B	S. Malleswara Rao

Grade: ≥ 30 - A, ≥ 24 - B, ≥ 20 - C, ≥ 15 - D

>30 - A; 26 to 30 - B; 21 to 25 - C;

15 to 20 - D; <15 - Fail

PRINCIPAL

S.CH.V.P.M.R. Govt. Degree College  
GANAPAVARAM-534198. (W.G. Dist)

P. Balamanikanta  
P. Balamanikanta  
Course Coordinator

Department of Commerce  
S. CH. V. P. M. R. Govt Degree College  
GANAPAVARAM - 534 198  
W. G. Dt., A. P. ...



## Certificate Course on “Digital Marketing”

### Report

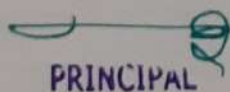
Course started on 15 February 2022 with a target to give basic Digital Marketing knowledge to Commerce students. Twenty students from I B.com. Joined and seventeen students completed the course successfully. The course covered basic Digital Marketing concepts like the Role and importance, Types of Digital Marketing, Factors influencing the Growth of Digital markets in India. Content Marketing Concepts & Strategies.

Digital Marketing is a perfect opportunity for the students to work from home and earn a decent income part -time .digital marketing is one of the trending professions and the nature of work is also dynamic .if you are a student looking to earn extra income to support your studies digital marketing can do for you

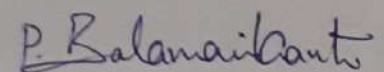
With benefits such as improved knowledge and skills ,increased confidence ,better career opportunities ,increased effectiveness,improved ability to measure results,networking opportunities ,and flexibility ,taking a digital marketing course is a smart investment for anyone looking to improve their digital marketing .

### Learning Outcomes

- students able to develop and execute a marketing plan, incorporating all elements of the marketing mix, segmentation and positioning strategies and other elements.
- Student Have an understanding of the role of both digital and traditional media in marketing, and the intersection of online and offline strategies and tactics.
- Student able to guide the development of a digital presence from a marketing point of view.
- The student become proficient in marketing analytics and quantitative evaluation of the marketing environment.

  
PRINCIPAL

S.CH.V.P.M.R.Govt.Degree College  
GANAPAVARAM-534198. (W.G.Dist)

  
P. Balamanikanta

Course Coordinator



**SRI CHINTALAPATI VARA PRASADA MURTHY RAJU**  
GOVERNMENT DEGREE COLLEGE

GANAPAVARAM-534 198

ESTD. 1972 • AFFILIATED TO ADIKAVI NANNAYA UNIVERSITY • ACCREDITED NAAC 'B'



# CERTIFICATE

This is to Certify that

**BUDDALA DANA SRI RAMYA I B.COM(G) ADMN NO : 7020**

S.CH.VPMR Government Degree College Ganapavaram has successfully completed the Certificate Course in **Digital Marketing** offered by the Department of Commerce held from 15-02-2022 to 31-03-2022 with grade "A"

*P. BalaManikanta*

**P.BalaManikanta**

**Course Coordinator**

*Dr. T. Akkiraju*

**Dr.T.Akkiraju**

**IQAC Coordinator**

*Dr. M. Syambab*

**Dr.M.Syambab**

**Principal**





**SRI CHINTALAPATI VARA PRASADA MURTHY RAJU**  
GOVERNMENT DEGREE COLLEGE

GANAPAVARAM-534 198



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# CERTIFICATE

This is to Certify that

**KOTA NITHIN RAJU I B.COM(G) ADMN NO : 7026**

S.CH.VPMR Government Degree College Ganapavaram has successfully completed the Certificate Course in **Digital Marketing** offered by the Department of Commerce held from 15-02-2022 to 31-03-2022 with grade "A"

*P. Balamanikanta*

**P.BalaManikanta**

**Course Coordinator**

*Dr. T. Akkiraju*

**Dr.T.Akkiraju**

**IQAC Coordinator**

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**Principal**