

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2023-25)
END TERM EXAMINATION (TERM -III)

Subject Name: **Digital Marketing**

Time: **02.00 hrs**

Sub. Code: **PG32**

Max Marks: **40**

Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 mark each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

Kindly write the all the course outcomes as per your TLEP in the box given below:

CO1-Understand the underlying concepts of digital marketing
CO2-Apply the digital marketing tools for the marketing of the products and services of the organization.
CO3-Evaluate the importance of digital marketing decision and its implications.
CO4-Develop social media marketing campaigns.
CO5-Analyze the application areas of digital and social marketing

SECTION - A

Attempt all questions. All questions are compulsory.

1×5 = 5 Marks

Questions	CO	Bloom's Level
<p>Q. 1: (A). Define Content Marketing and its significance in today's digital landscape</p> <p>Q. 1: (B). Describe the concept of Buyer Personas and their role in marketing.</p> <p>Q. 1: (C). List one major content distribution channel and its advantage.</p> <p>Q. 1: (D). Name a popular content creation tool and its primary feature.</p> <p>Q. 1: (E). Explain one method to measure the success of content marketing.</p> <p>(Entire Sec A to be assigned one CO.)</p>	CO1	L1,L2

SECTION – B

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)

7 x 3 = 21 Marks

Questions	CO	Bloom's Level
<p>Q. 2: (A). An e-commerce company is selling customized Smart Watches. However, the cost of the Custom Smart Watches is higher than that of the ready-made brands. They are now looking at Digital Marketing as a point of sale. Being a new company what would you advise them to ensure their sales are increased using social media platforms? Explain the strategy in detail with the help of an AIDA Funnel.</p> <p style="text-align: center;">OR</p> <p>Q. 2: (B). Verma Jewellers a jewellery store is now expanding into the world of Digital Marketing and entering a brand-new area for them, Gems. They wish to reach out to customers who are looking for astrological solutions and recommendations and are looking to connect with astrologers and buy gems embedded in rings and lockets. They are running advertisements online and posting on social media regularly, however they are still facing a challenge of bringing people to their website. What could be wrong in this situation and what advice would you give them to remedy it.</p>	CO2	L3

<p>Q. 3: (A). Imagine you're the digital marketing manager for a new Smartphone brand entering the Indian market. Describe your strategy for utilizing display advertising to promote the launch of your brand and your product.</p> <p style="text-align: center;">Or</p> <p>Q. 3: (B). As the digital marketing manager for a startup offering innovative home cleaning robots entering the Indian market, outline your approach to leveraging display advertising for promoting the launch of your brand and products.</p> <p>Q. 4: (A). Aakash and Neha, recent MBA graduates, launched a startup offering home food services tailored to students in the Knowledge Park area. Their goal is to provide convenient and nutritious meals to enhance student well-being and academic performance. As digital marketing consultants, outline a Social Media Marketing plan for Aakash and Neha to implement with Off-Page SEO techniques, and optimize their content to increase visibility and attract students.</p> <p style="text-align: center;">Or</p> <p>Q. 4: (B). Rahul and Ankit, recent engineering graduates, launched a startup offering tutoring services for JEE preparation tailored to high school students in the small town. Their goal is to provide personalized and effective academic support to help students excel in their board studies and prepare for engineering entrance. As digital marketing consultants, outline a social media marketing campaigns for Rahul and Ankit to implement and optimize their Off-page content, and lead nurturing to increase visibility and attract students.</p>	CO3	L5
<p><u>SECTION - C</u></p> <p>Read the case and answer the questions 7×02 = 14 Marks</p>		
Questions	CO	Bloom's Level
<p>Q. 5: Case Study:</p> <p>Once Khare and Chak started evaluating the type of traffic that Tech Talk received—based on web analytics, which were built into the portal—they found that most of the traffic came from search engines only. In fact, 84 per cent of the traffic came from search engines, and most of the organic search traffic came from India and the United States. Most of the remaining traffic was from direct visits by subscribers, and only about four per cent of the total traffic was from social media. However, they noticed that most other websites got a lot more traffic from social media sites. Khare wondered why and if there was something he was missing to not be able to get the referral traffic from social media websites. Apparently, people enjoyed the Tech Talk articles since they visited the website on a regular basis from the web. While Khare wanted to explore how to take Tech Talk to the next level using social media, Chak was less bothered by this. She felt that creating high-quality content should be their sole focus and the rest would automatically follow. However, Khare was not convinced, since he had seen great content often fail to get ample attention.</p> <p>Questions:</p> <p>Q. 5: (A). Examine the Digital Marketing decision supposed to be taken by Khare and Chak for improving the visibility of Tech Talk.</p> <p>Q. 5: (B). Analyze the Goolge algorithm update role in SEO and backlinks use for increasing the SEO of TechTalk.</p>	CO5	L4

Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO1	5 Marks
CO2	7 Marks
CO3	7 Marks
CO4	7 Marks
CO5	14 Marks

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering

L2= Understanding

L3= Apply

L4= Analyze

L5= Evaluate

L6= Create