

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2022-24) END TERM EXAMINATION (TERM -III)

Subject Name: **Digital Marketing**Sub. Code: **PG32**Time: **02.00 hrs**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:

initially write the air the course outcomes as per your TEET 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.	$1 \times 5 = 5$ Mark	s
Questions	CO	Bloom's
		Level
Q. 1: (A). What is Social listening?	CO1	
Q. 1: (B). What is POEM?		
Q. 1: (C). Differentiate between impressions and CTR on digital platforms		
Q. 1: (D). What are 4Cs of Social Media?		
Q. 1: (E). What are the different media buying models in Digital Marketing	?	
(Entire Sec A to be assigned one CO.)		

SECTION - B

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice) $7 \times 3 = 21 \text{ Marks}$

Questions	CO	Bloom's
		Level
Q.2 :(A). Suppose you are engaged in selling of bags / clothes and you have not got any	CO2	
website. Explain which digital marketing tool maybe used to create your store and also		
suggest the strategies that can be used to increase the unique visitors.		
Or		
Q.2: (B). An e-commerce company is selling customized cosmetic products that suit individual's skin. However, the cost of the custom cosmetics 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.		
Q3: (A). 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	CO3	
from search engines, and most of the organic search traffic came from India and the	CO3	
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. 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. Khare wanted to explore how to take		
Tech Talk to the next level using social media.		
Evaluate the off page optimization techniques that Khare and Chak may use with the		
social media marketing.		
Or		
Q3:(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.	CO4	
Q4:(A). At launch, the Sapphire team created a new approach for marketing and		
communications. They recognized that affluent millennial consumers were consuming		
media differently, so rather than investing in traditional television advertising, they		
turned to media platforms and influencers that were more pertinent to them. Evaluate the		
social media analytics tools that can be employed by Sapphire for implementing the		
content strategy.		
Or		
Q4: (B). Develop a social media marketing plan for the dealer of passenger cars who is		
into segment based market and cater to different segments in the distribution of the cars.		

SECTION - C

Read the case and answer the questions

 $7 \times 02 = 14$ Marks

Questions	CO	Bloom's
Q. 5: Case Study:		Level
Kiranakart is a Mumbai based Startup. They launched their hyperlocal delivery		
app in 2021. Consumers can get groceries delivered from the neighbourhood		
kirana stores by placing orders on the app. In an ocean of startup, the brand		
wanted to differentiate itself and gain a competitive advantage with its		
communication strategy. KiranaKart aims to expand its 45-minute grocery		
delivery service across Mumbai, and grow aggressively in the city before		
expanding to other metros. It expects to make the first 1,50,000 deliveries at a		

delivery cost of Re 1. The idea was to be present at all touch points of consumers
with the right message. The objective was to chart out the existing customer
journey and make communication strategy for digital media.

CO₅

They found after research that the channel mix consist of both online and offline.

They had to work on App design and communication strategy.

Questions:

- Q. 5: (A). Examine the digital marketing tools that can be adopted by Kiranakart for increasing the traffic.
- Q. 5: (B). Analyze the business model of KiranaKart and devise the social media marketing strategies for the company.

(Entire Sec C to be assigned one CO. Both questions corresponding to the same CO)

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