Name:

Enrolment No:



UPES

End Semester Examination, December 2024

Course: Digital Marketing
Program: Integrated B.com MBA/B.com
Time: 03 hrs.

Course Code: MKTG 2054 Max. Marks: 100

Instructions:

	SECTION A 10Qx2M=20Marks		
S. No.	IOQAZNI-ZUNIKI	Marks	СО
Q 1	Describe full form of PPC in terms of Digital Marketing?	02	CO1
Q 2	Who is the founder of Social Media site "X"?	02	CO1
Q 3	Where is the headquarter of Social Media website "Facebook" located?	02	CO1
Q 4	Describe the term Omnichannel Marketing?	02	CO1
Q 5	Hashtag is a popular feature Microblogging website?	02	CO1
Q 6	Define the term Drip Campaign in E-Mail Marketing?	02	CO1
Q 7	Describe full form of GDPR in terms of Digital Marketing	02	CO1
Q 8	Describe full form of SERP in terms of Digital Marketing	02	CO1
Q 9	Define the term Earned Media?	02	CO1
Q 10	Describe the concept of A/B testing?	02	CO1
	SECTION B		
	4Qx5M=20 Marks		
Q 1	Discuss the steps used in creating "Effective E-Mail Marketing Strategy"?	05	CO2
Q 2	Discuss different types of Link-Building strategies?	05	CO2
Q 3	Discuss the Key Strategies for Customer Retention on Digital Platforms?	05	CO2
Q 4	Discuss the types of Mobile Ads in Digital Marketing?	05	CO2
	SECTION-C 3Qx10M=30 Marks	I	
Q.6	It is a Q1 of a new year and you have been rewarded with a sizable digital marketing budget. Display advertising is top of your agenda. How would you use SMART principles to set five objectives for a sizable digital marketing budget focused on display advertising, and what plan would you create to achieve these objectives for the quarter and year?	10	CO3

Q.7	Explain and give examples of the main types of social media platform that can be used to engage with customers and influencers. Elaborate your answer with suitable examples.	10	СОЗ
Q.8	Answer anyone of the following: Think about your own business, or take as an example a business that you are interested in. List all of the potential primary and secondary target audience types there might be for that brand and add interests for each. Write down what their interests might tell you about their online habits. Or Discuss the steps to align internet with your business objectives?	10	CO3
	SECTION-D		
	2Qx15M= 30 Marks		
Q.9	You are the social media marketing manager for a company launching a new line of eco-friendly skincare products. Your goal is to raise awareness and generate interest before the product hits the market. a) Discuss the user-generated content (UGC) and foster community engagement exercises for the proposed campaign? b) Discuss the key performance indicators (KPIs) would you track to measure the effectiveness of your social media marketing strategy for the product launch?	15 Marks	CO 4
Q.10	Company ABC, an online retailer specializing in fitness equipment and accessories, has experienced significant growth in the last five years. With a wide range of products, from home gym setups to yoga mats and fitness trackers, ABC has built a diverse customer base. However, the digital marketing team has noticed a shift in consumer behavior that is impacting their marketing performance. In the past, the company relied heavily on paid ads and email campaigns, driving customers to their website where they would typically make a purchase. Recently, however, user behavior has become more complex. Customers now engage with multiple touchpoints before making a decision, such as reading product reviews, watching videos on social media, and comparing prices across various platforms. This shift has led to a decline in the effectiveness of ABC's traditional marketing strategies, prompting the company to rethink how user behavior should inform their digital marketing efforts. a) Analyze the potential benefits and challenges of creating a multi-channel digital marketing strategy based on user behavior for Company ABC. What factors should be considered to ensure the strategy's effectiveness?	15 Marks	CO 4

b) How can Company ABC use customer behavior data to improve its remarketing strategies? Provide examples of specific tactics that could reengage users who have abandoned their carts	