


Name:			
Enrolment No:			
<div><div>UPES</div><div>End Semester Examination, May 2025</div><div><div>Course: Understanding Digital Marketing</div><div>Program: BBA Digital Business</div><div>Course Code: DIGB2002P</div></div><div><div>Semester: IV</div><div>Time: 03 hrs.</div><div>Max. Marks: 100</div></div></div>			
Instructions: Attempt each section of the Question Paper.			
<div>SECTION A</div> <div>10Qx2M=20Marks</div>			
S. No.		Marks	CO
Q. 1.	Select the right options for the given questions. (All Questions are mandatory)		CO1
(i)	What is the primary objective of digital marketing? a) Increase foot traffic b) Build websites c) Drive online engagement and conversions d) Reduce digital cost	2	CO1
(ii)	Which of the following is the benefit of digital marketing over traditional marketing? a) Local reach only b) Fixed pricing c) Real-time analytics d) Less competition	2	CO1
(iii)	Which of the following is not a pillar of digital marketing? a) SEO b) Email Marketing c) Direct Mail d) Content Marketing	2	CO1
(iv)	What is the primary goal of Search Engine Optimization (SEO)? a) Increase ad clicks b) Rank higher in organic search results c) Promote social media d) Buy ad space	2	CO1
(v)	What does SEM stand for? a) Social Engagement Model b) Search Engine Marketing c) Sales Email Management d) Search Evaluation Metric	2	CO1
(vi)	Which Google tool helps with keyword planning for PPC campaigns? a) Google Trends b) Google Ads Keyword Planner	2	CO1

	c) Google My Business d) Google Forms		
(vii)	What does CTR stand for? a) Cost to Revenue b) Click Through Rate c) Conversion Tracking Rate d) Customer Time Rate	2	CO1
(viii)	Which metric indicates the percentage of users who leave a site after visiting one page? a) Bounce rate b) CTR c) Conversion rate d) Engagement score	2	CO1
(ix)	Which platform is most suitable for B2B marketing? a) Instagram b) Snapchat c) LinkedIn d) Pinterest	2	CO1
(x)	What is the best practice for increasing email open rates? a) Generic subject lines b) Sending late at night c) Personalizing the subject line d) Using only images	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q. 2.	Discuss about the origin of Digital Marketing in short.	5	CO1
Q. 3.	Differentiate between Traditional and Digital Marketing.	5	CO2
Q. 4.	What do you mean by Data integration and Security system?	5	CO3
Q. 5.	Explain the Geo-Tagging with suitable examples.	5	CO3
SECTION-C 3Qx10M=30 Marks			
Q. 6.	Differentiate between Digital Micro and Macro marketing environment with diagrams.	10	CO1
Q. 7.	Explain the Internet Marketing mix with real life examples in detailed way.	10	CO2
Q. 8.	Illustrate a Digital Marketing plan using any company example of your choices.	10	CO3
SECTION-D 2Qx15M= 30 Marks			
Q. 9.	Sachin and Virag are two enterprising youths. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms.	15	CO2

	<p>Mushrooms are known to be the best alternative food for vegetarians. For Sachin and Virag fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by Star Hotel in Bangalore. Further, the hotel placed orders for a supply of 20 kgs every day.</p> <p>Now the mushroom industry is run by small entrepreneurs, like Sachin and Virag. Another big player, M/s Ashtavinayak Mushrooms, equipped with cold storage facilities, was more interested in the export market. Sachin and Virag have set their sights high. They aim to sell mushrooms in a very big way all over India. Mushrooms have great market potential and are a perishable food.</p> <p>How will you advise Sachin and Virag, as how to increase consumer awareness digitally about this new food?</p>		
Q. 10.	What would be your suggestions for digital promotions for mushrooms?	15	CO3