


<b>Name:</b> <b>Enrolment No:</b>			
<p style="text-align: center;"><b>UPES</b>  <b>End Semester Examination, May 2025</b></p> <p> <b>Course: Digital Marketing</b>  <b>Program: BBA General</b>  <b>Course Code: MKTG2039</b> </p> <p style="text-align: right;"> <b>Semester: IV</b>  <b>Time : 03 hrs.</b>  <b>Max. Marks: 100</b> </p>			
<b>Instructions:</b>			
<p style="text-align: center;"><b>SECTION A</b>  <b>10Qx2M=20Marks</b></p>			
S. No.		Marks	CO
Q 1	What is the Full Form of SEO?	02	CO1
Q 2	What do you understand by the term Remarketing?	02	CO1
Q 3	What do you understand by the term Visitor Engagement?	02	CO1
Q 4	What is the name of the Parent Company of WhatsApp?	02	CO1
Q 5	What was the earlier name of the Social Media platform “X”?	02	CO1
Q 6	Name the most popular Podcast of the world?	02	CO1
Q 7	Hashtag is a popular feature of which platform?	02	CO1
Q 8	Which is the most popular B2B lead generation?	02	CO1
Q 9	What do you understand by Sentiment Analysis?	02	CO1
Q 10	Headquarter of Facebook is located in _____ City?	02	CO1
<p style="text-align: center;"><b>SECTION B</b>  <b>4Qx5M= 20 Marks</b></p>			
Q 11	Why do brand need Conversational strategy on Social Media?	05	CO2
Q 12	Discuss the concept of Interstitial Ads?	05	CO2
Q 13	Discuss the Do and Don’t of Social Media?	05	CO2
Q 14	Discuss the concept of Contextual Image Ads?	05	CO2
<p style="text-align: center;"><b>SECTION-C</b>  <b>3Qx10M=30 Marks</b></p>			
Q 15	Discuss the types of Visibility in Digital Marketing? Discuss the role of Digital Marketing in increasing the Visibility	10	CO3
Q 16	Discuss the major Digital Marketing Channels?	10	CO3
Q 17	Answer anyone of the following:	10	CO3

	<p>Discuss the role of Content Marketing in effective Digital Marketing channel?</p> <p style="text-align: center;">Or</p> <p>Discuss the steps involved in aligning internet with business objective?</p>		
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
Q 18	<p>FitZone, a startup in the health and wellness industry, wants to enhance its customer engagement through a new email marketing campaign. Their goal is to promote personalized fitness programs and boost subscription renewals. Currently, they use basic emails without personalization or segmentation.</p> <p>They gather subscriber data including demographics (age, gender, location), past purchase behavior, and email open rates. FitZone now wants to launch a campaign using these tools, track effectiveness via open/click rates, and refine their strategy using insights from Google Analytics.</p> <ol style="list-style-type: none"> <li>"Suggest an e-mail campaign plan using for FitZone to promote their new 'Summer Fitness Challenge' program. How should they personalize and automate this for maximum engagement?"?</li> <li>How can Fitzone improve the Open Rate and Click Through Rate?</li> </ol>	<b>15</b>	<b>CO4</b>
Q 19	<p>Answer anyone of the following:</p> <p>XYZ Corp, a leading online retailer specializing in home appliances, wants to improve its display advertising strategy to increase brand visibility and drive sales. Despite investing in display ads across various platforms, the company is experiencing stagnant or declining click-through rates (CTRs) and conversions.</p> <p>XYZ Corp decides to overhaul its display advertising strategy. They start by conducting thorough market research to understand their target audience's preferences and online behavior. Based on this research, they develop highly targeted display ad campaigns tailored to different audience segments. Additionally, they leverage compelling ad creatives and captivating visuals to grab users' attention and drive engagement. XYZ Corp also implements retargeting campaigns to re-engage users who have previously visited their website but did not make a purchase.</p> <ol style="list-style-type: none"> <li>Discuss the factors might that may contribute to the increase in CTRs and conversions in revamping the display advertising strategy?</li> <li>How can XYZ Corp further optimize its display advertising efforts to sustain and build upon the observed improvements in performance?</li> </ol> <p style="text-align: center;">Or</p> <p>GlobalTech is a technology conglomerate operating in various countries worldwide. The company is known for its innovative products but faces ethical dilemmas related to marketing practices, such as cultural insensitivity, differing ethical norms, and compliance with global ethical standards</p>	<b>15</b>	<b>CO4</b>

	<ol style="list-style-type: none"><li>1. How did GlobalTech identify and address ethical considerations and cultural differences when designing Digital marketing campaigns?</li><li>2. What security and safety can help GlobalTech implement to ensure consistency and integrity across its Digital marketing practices?</li></ol>		
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