

Name: Enrolment No:			
UPES End Semester Examination, DEC2025 Course: Digital Marketing Program: B.COM/INT.B.COM Course Code: MKTG2054 Semester: III Time : 03 hrs. Max. Marks: 100			
Instructions:			
SECTION A 10Qx2M=20Marks			
S. No.		Marks	CO
Q 1	What is the full form of PPC? A. Pay Per Click B. Post Paid Campaign C. Public Promotion Campaign D. Pay Per Conversion	02	CO1
Q 2	What do you understand by the term Engagement? A. The number of employees in a company B. Interaction between users and digital content C. The total time spent offline D. A type of paid media	02	CO1
Q 3	What do you understand by the term Targeted Traffic? A. Random visitors to a website B. Visitors who are forced to visit a site C. Visitors who match the desired customer profile D. Traffic from offline retail stores	02	CO1
Q 4	What do you understand by the term “Leads” in Digital Marketing? A. Competitors in the market B. Potential customers who show interest in a product C. Employees in a sales team D. Website errors	02	CO1
Q 5	What is the full form of CLV when measuring customer retention? A. Customer Lifetime Value B. Consumer Loyalty Version C. Client List Volume D. Customer Level Variation	02	CO1
Q 6	What do you understand by Owned Media? A. Media purchased from third parties B. Media created by customers	02	CO1

	C. Free media provided by the government D. Media channels that a brand controls, like websites or social pages		
Q 7	What do you understand by Omnichannel Presence? A. Focusing only on online marketing B. Providing a seamless customer experience across multiple channels C. Using multiple products in campaigns D. Conducting offline events only	02	CO1
Q 8	Who used E-Mail for the first time for commercial purpose? A. Ray Tomlinson B. Gary Thuerk C. Bill Gates D. Jeff Bezos	02	CO1
Q 9	What is the full form of UGC in Digital Marketing? A. User Generated Content B. Universal Global Campaign C. Unique Growth Category D. User Gated Channel	02	CO1
Q 10	What do you understand by Visual Identity of a Brand? A. A brand's employee count B. A brand's pricing model C. Visual elements like logo, colors, and fonts that represent a brand D. The spoken tone of advertisements	02	CO1
SECTION B 4Qx5M= 20 Marks			
Q 11	Define crowdsourcing and explain why it is important?	05	CO2
Q 12	What are the key components of web marketing?	05	CO2
Q 13	Explain remarketing in Google Display Ads?	05	CO2
Q 14	Discuss the concept of Branding?	05	CO2
SECTION-C 3Qx10M=30 Marks			
Q 15	Discuss the important factors in shaping User Behaviour and Navigation in Digital Marketing?	10	CO3
Q 16	Explain the components of a Digital Marketing Strategy. Differentiate between Owned, Paid, and Earned Media with examples.	10	CO3
Q 17	Answer anyone of the following: Discuss the role of Earned Media platforms in Digital Marketing Or Discuss the Process of Ad Auctioning on Google?	10	CO3
SECTION-D 2Qx15M= 30 Marks			
Q 18	ABC Bakery is a local bakery situated in a small town. They specialize in artisanal bread, pastries, and custom cakes. Despite having loyal	15	CO4

	customers, ABC Bakery wants to expand its reach and attract new customers through online marketing. They decide to leverage Twitter to achieve this goal. 1. What strategies could ABC Bakery implement to further enhance their Twitter marketing effectiveness? 2. How would you suggest ABC Bakery measure the success of their Twitter marketing efforts?		
Q 19	Answer anyone of the following: XYZ Coaching is a small business offering professional coaching services, specializing in career development and leadership training. They aim to expand their client base beyond their local area and establish themselves as a trusted authority in the coaching industry. To achieve this, they decide to leverage LinkedIn for marketing purposes. 1. How can XYZ Coaching effectively measure the success of their LinkedIn marketing efforts in terms of lead generation and brand awareness?? 2. What strategies could XYZ Coaching implement to optimize their LinkedIn marketing campaign and further enhance their results? Or 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 1. How did GlobalTech identify and address ethical considerations and cultural differences when designing Digital marketing campaigns? 2. What security and safety can help GlobalTech implement to ensure consistency and integrity across its Digital marketing practices?	15	CO4