UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2019

Course: Sales and marketing in digital age **Semester: 3**
Program: BBA – E Business & Digital Marketing **Time: 3 Hours**
Course code: MKTG2005 **Max. Marks: 100**
Instructions: Attempt all the questions.

	SECTION A	(10*2 = 20 Marks)

Q1.

a.) Write full forms of following abbreviations:
  i.   SEM
  ii.   SEO
  iii.   PPC
  iv.   CPC
  v.   HTTP

b) Multiple choice questions:

  vi. On page search engine optimization refers to
     A. Programming keywords into a website
     B. Evaluating each page of a website for design
     C. The amount of links coming into your website
     D. The number of search engine sites a website is submitted to

  vii. Which of the following marketing techniques are most likely to pay you?
     A. Pay per click advertising
     B. Using social media marketing strategies
     C. Posting press releases
     D. Article marketing

  viii. Delivering e-mail based customer support is an example of:
  b.) Identifying customer requirements.
  c.) Anticipating customer requirements.
  d.) Satisfying customer requirements.
  e.) None of the above.

  ix. What type of conversations gets higher attention from the customers?
     A. Positive
     B. Negative
     C. Neutral
     D. None of these

  x. You are a blogger who blogs about various travel locations in the world. How would you measure success of your blog?
     A. Time spent on a web page
     B. Pages/visits
     C. Frequency and recency of visitors

CO1

	D. None of the above	

SECTION B (4*5 = 20 Marks)

Attempt all the questions.

Q2.	What are the various platforms used in content marketing strategy?	**CO3**
Q3.	What are the 4Cs of digital marketing? Explain.	**CO1**
Q4.	What are the criteria of designing good emails for marketing products and services?	**CO3**
Q5.	Name some examples of prominent social media. Why are they called social media and what benefits do they provide for a marketer or a product?	**CO4**

SECTION-C (2*15 = 30 Marks)

Attempt only two questions.

Q6.	Identify an emerging trend made possible by marketing via mobile devices that you find particularly interesting or exciting as a customer or as a marketer. Write a description of a recent trend in mobile marketing and an explanation of why it is engaging for you as a consumer or as a marketer.	**CO1**
Q7.	Consider how the various tools discussed in this course (e.g. brand identity, content marketing, e-mail, SEO, data analytics, mobile marketing, etc) relate to each other. How each tool complements or enhances the others. Create a graphic or visual representation of how these various tools work together to create an integrated marketing strategy.	**CO4**
Q8.	A personal and professional development plan (PPDP) involves setting goals, defining objectives to meet those goals, identifying milestones, and outlining the steps necessary to reach them. Now you will establish a goal for your PPDP. The goal should be based on what you have learned in this course and help you become a dynamic and well-rounded leader in your organization. Start with your PPDP, and answer the following question: Are there virtual sales and digital marketing strategies that you can begin to implement in your current position? What possibilities could these strategies bring to your job and career? Do you think the virtual sales and digital marketing skills will improve your leadership opportunities?	**CO2**

SECTION-D (2*15 = 30 Marks)

Q9. Read the case and answer all the questions mentioned below:

LEAD PAGES

Lead pages is a technology company that designs mobile friendly landing pages templates and offers testing services in digital marketing domain. It lets you build high-converting landing pages, sign-up forms, and other conversion assets that send new leads directly to tons of your web services simultaneously. The platform helps businesses to significantly enhance their reach.

With heavy competitions from major players like HubSpot and infusionSoft, Lead Pages had to do something out of the box to be profitable and successful. However, in its initial years, Lead pages did not have the kind of money or resources that its competitions were spending in order to acquire clients. This is when CEO of Lead Pages, Clay came up with an idea – "a content team of 4 people who can outperform a sales team of 80 people at conventional companies."

The basic objective of the campaign was to leverage on inbound marketing as against the traditional outbound marketing, which was being used by Lead Pages' competitors. So, Lead Pages created a set of content marketing assets for this campaign. It included:

- Seven marketing courses, 2 eBooks, 10 case studies, and 8 info-graphics, all offered free-of-cost.
- Weekly webinars covering plethora of topics on digital marketing.

- Popular marketing blog which mainly covered lead generations, A/B testing, and a wide range of similar topics.
- Conversion cast: A marketing podcast run by the world-famous podcaster Tim Paige.

So, what was the end result? This strategy of Lead Pages proved to be highly successful. Their marketing assets were a huge hit among their target audience. It was a small team of content marketing professionals with focused and result oriented approach. Hence, their acquisition cost was extremely low, as compared to their competitors who were spending a lot on outbound marketing.

In just under 3 year, Lead Pages acquired 35000 customers. The company's business growth was remarkable and as a bootstrap start-up, Lead Pages generated revenue in excess of $16 million in 2015. In the year 2016, Lead Pages was declared as the #148 fastest growing company in US. Till date, Lead Pages continues to be one of the top technology companies that offers landing pages and testing services.

Q9a	Why was Lead Pages content marketing strategy a huge hit?	**CO3**
Q9b	What are some of the high value content marketing assets for a technology company such as Lead Pages?	**CO3**