

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2020-22)
END TERM EXAMINATION (TERM -V)**

Subject Name: **Digital & Social Media Marketing**
Sub. Code: **PGM09**

Time: **02.30 hrs**
Max Marks: **60**

Note:

All questions are compulsory. Section A carries 10 marks: 5 questions of 2 marks each, Section B carries 30 marks having 3 questions (with internal choice question in each) of 10 marks each and Section C carries 20 marks one Case Study having 2 questions of 10 marks each.

SECTION – A (Corresponding to CO1)

Attempt all questions. All questions are compulsory. **2×5 = 10 Marks**

Q. 1 (A): What do you understand by Call to action, explain with example.

Q. 1 (B): What is Search Engine Marketing, how is it different than Search Engine Optimisation

Q. 1 (C): What do you understand as 70/20/10 strategy

Q. 1 (D): Define Organic search with suitable examples

Q. 1 (E): How do you define Mid-roll add and Landing Page.

SECTION - B

10 x 3 = 30 Marks

All questions are compulsory (Each question has an internal choice. Attempt any one (either A or B) from the internal choice)

Q. 2: (A). Explain P-O-E-M framework in digital marketing strategy with reference to any Indian FMCG giant.

Or

Q. 2: (B). How can digital marketers use Google Analytics to measure the effectiveness of their digital efforts? Which are some of the crucial metrics to be considered as evaluation parameters?

(Corresponding to CO1)

Q. 3: (A). Imagine yourself as an owner of an venture corresponding to a mobile application related to health (Something like Practo). You are asked to identify the strengths and capabilities of the different digital and social media platforms which can help you in marketing your venture.

Or

Q. 3: (B). What is SEO? Explain the difference between on-page and off-page SEO. Explain major on-page SEO tools and techniques.

(Corresponding to CO2)

Q. 4: (A). You are a marketing solutions provider in a prominent city in UP, with ambitions of becoming a national marketing consultant. How can LinkedIn and Twitter be helpful to you? Explain the tools which you would use on these platforms

Or

Q. 4: (B). How will you create a Google search campaign for any marketer? Explain the process and the key decisions to be taken

(Corresponding to CO4)

SECTION - C

Read the case and answer the questions

10×02 = 20 Marks

Q. 5: Case Study:

Social media has changed all the traditional notions of marketing across all industries. The Indian Luxury Hotels segment is not far behind, still in its nascent stage on social media but nonetheless they have upscale their marketing efforts. This campaign was two conducted in Mumbai' Hotel Trident at BKC; the life span of this campaign was two days beginning from 29th March 2014 - 30th march 2014. They invited 3 social media influencers to participate in this campaign, where they had to spend the two days in the hotel using Twitter (Mainly) & Instagram to avail all the facilities of the hotel using the hashtag#TidentSocialHotel and by attaching their Twitter handle as well. There were two quick activities around this campaign – the #Tweesurehunt and #Instachallenge. In the #Tweesurehunt task they were given clues, the answers where in the hotel itself they needed to reach each destination in order to unlock the next clue. In the #Instachallenge, they were tweeted the clues and needed to click pictures and post them. They even ran a contest simultaneously on their twitter handle on 30th March 2014 which was open to all; they had to answer 10 questions correctly (After deciphering the images) by using their twitter handle and with the #Trident SocialHotel. And the winner stood a chance to win a free night stay at the Trident BKC hotel. This led to a lot of participation, increased engagement and increase in the number of followers as well.

Question

Q. 5: (A). If you have been selected for this campaign which platform of social media you will be utilized and why?

Q. 5: (B). Discuss the various campaign run by Trident hotel on social media. Give your opinion about their effectiveness.

(Corresponding to CO3)

Mapping of Questions with Course Learning Outcome

Question Number	COs	Marks Allocated
Q. 1:	1	10 marks
Q. 2:	1	10 marks
Q. 3:	2	10 marks
Q. 4:	4	10 marks
Q. 5:	3	20 marks

Note: Font: Times New Roman, Font size: 12.