



GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2018 - 2020)

MID TERM EXAMINATIONS (TERM - VI)

Subject Name **Digital and Social Media Marketing**

Time: **01.30 hrs**

Sub. Code **PGM 09**

Max Marks: **20**

Note:

1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.

2. All questions are compulsory in Section A, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.

SECTION - A

04+04 = 08 Marks

Q. 1: Case Study:

Success with Words

Cactus Communications Ltd., a leading provider of high-quality academic and non-academic English editing, writing, and publication services uses Google AdWords to drive business from South East Asia cost-effectively.

Background

There is an interesting story behind the birth of Cactus. In 2001, while working as an in-house AIESEC consultant at the University of Tokyo, Abhishek Goel, the founder and current director of business development, was asked by one of the professors to edit some research papers. With no formal editing background, Abhishek was naturally apprehensive about the work. But, as it turned out, the professor was very happy with the edit and was more than willing to let Abhishek correct more papers. Fast Forward one year (and a lot of brain storming) and Cactus was born-with a single client and five employees. Even with such modest beginnings, the aim was always high: to become one of the leading players in the market for English editing, writing, and publication services, particularly in South East Asia.

Current Business

Cactus was one of the first companies to offer professional language-support services in the field of academic publishing. Today it has around 250 in-house and has offices spread across Japan, US and India. It is an ISO 9001:2000 certified company– which means that its systems and processes conform to stringent global quality standards. Cactus also employs all the BELS-certified editors in India. All the steps undertaken to maintain quality have resulted in considerable market expansion in the last few years.

“We have a good client base of 13,500 across around 40 countries. The demand of our services comes mainly from Japan although we have made inroads in other Southeast Asian countries and the US,” says Khuzem Batawala , VP – Marketing.

The AdWords Journey

Initially, Cactus faced difficulties in targeting South East Asian users, as ads and key-words had to be in the respective local languages. Gradually, as business grew, bilingual professionals began to be involved in online marketing.

Khuzem recalls that in 2002, Cactus did not have any online presence and mainly used the offline media to increase brand awareness. However, printing the brochures and making business visits

across South East Asia were expensive. Thus, Editage, the editing arm of Cactus, began advertising online in 2004.

Shedding light on the current situation and how AdWords has helped, Khuzem remarks, “The online space has worked well for us. About 50% of our online traffic comes from Search engines, and 20-25% is driven by Google AdWords campaigns. Getting immediate sales and conversions and tracking return on investments through AdWords are the two biggest value additions in the online space. For specific branding purposes, though, the print media is effective.’

Editage has been running multiple accounts for its different websites for five years now. Throughout this period, AdWords Editor has helped organize different ad creatives, keywords, and campaigns for all the accounts.

Questions:

- (i) Identify the major strategies used by Editage while using the Google Adwords and their impact on the results.
- (ii) Discuss the opportunities for Editage in the modern times of digital marketing with some sample creative.

SECTION - B

02×03 = 06 Marks

Q. 2: Differentiate between Organic or Paid methods of Digital Marketing. Discuss with examples.

Q. 3: Explain the use of Content based marketing for the businesses. Also list the opportunities in content marketing.

Q. 4: Discuss the importance of Off Page Optimisation for any business.

SECTION - C

03×02 = 06 Marks

Q. 5. Differentiate between CPM and CPL method of payment. Which method is suitable for Publishers and Advertisers? Explain with suitable example.

Q. 6. Which sections of the HTML Code are important for SEO purpose of any website. Suggest with the example of any consulting / automobile/ farming equipment related business.