

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2021-23)
END TERM EXAMINATION (TERM -III)

Subject Name: **Digital Marketing**Time: **02.30 hrs**Sub. Code: **PG32**Max Marks: **40****Note:**

All questions are compulsory. Section A carries 5 marks:5 questions of 1 marks each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

SECTION - A

Attempt all questions. All questions are compulsory.

1×5 = 5 Marks**(CO1)**

Q. 1 (A): Addie owns the Knead to Know Bakery and has decided to open a website. But first she needs to choose a domain name.

Take a look at her ideas and select the best domain name by crossing off the rest.

Select the option(s) you dont want to cross out,

- www.knead2know.com
- www.kneadtoknowbakery.com
- www.Addies.com
- www.i-knead-it.org
- www.mybakery.com

Q. 1 (B): Addie is drafting a description for the About Us page of her bakery website. Which do you think works best between A, B and C and why?

A. Love cake? So do we. Here at Knead to Know Bakery we have a passion and reputation for creating the most delicious cookies, cakes and bread.

B. Our business is driven by our vision and objective - to commit to sustainable, local produce that engages with and builds community spirit.

C. We are the best bakers in town. Just like that!

Q. 1 (C): Is creating a ‘persona’ as important as business objectives when developing a social media strategy? Why or why not?

Q. 1 (D): If your Google Ad budget is very high, in what direction should CTR, CPC and Lead Conversion rate change to reduce the budget for Google Ads?

Q. 1 (E): Write Primary, Secondary and Tertiary Keywords for a News Channel named “Khabar24*7”.

SECTION - B**7 x 3 = 21 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) A restaurant Southy (A South India Food Joint) located near Pari Chowk, Greater Noida is struggling because of Covid Lockdown and loss of business. Since they have reopened they are now looking for ways to expand their customer base and considering they were known before the

lockdown also they are hoping to expand on their popularity and increase the number of order. Create a Marketing strategy them with a clear Audience definition, creative content strategy, potential keywords and define create budget calculation. Consider the digital marketing budget is Rs. 10 for this financial year. (CO2)

Or

Q. 2: (B). Office Furniture manufacturer is also running an e-commerce website for selling Home Furnitures directly to customers. However, the CPC is very high in their advertisement campaigns and CTR is also low. What could be wrong and what changes can be made to the keywords or other aspects to increase CTR and decrease CPC and further optimize the ad campaign. (CO2)

Q. 3: (A) Shahi Bakers, a bakery is selling cakes, pastries, cookies, breads, and other baked products. Create a Marketing strategy for them as they wish to market and advertise online with a clear Audience definition, creative content strategy, potential keywords and budget calculation. Consider the sales requirement to be at Rs. 10 lakhs per month and Average price per unit to be Rs. 400, CPC – Rs. 20, and CTR – 5%, Conversion rate (company level) – 40%, Lead Conversion Rate (of Ads) – 25%. (CO3)

Or

Q. 3: (B) A restaurant located in Atta Market, Sector-18, Noida is struggling because of Covid Lockdown and loss of business. Since they have reopened, they are now looking for ways to expand their customer base and considering they were known before the lockdown also they are hoping to expand on their popularity and increase the number of orders. Create a Marketing strategy for them with a clear Audience definition, creative content strategy, potential keywords and budget calculation. Consider the sales requirement to be at Rs. 20 lakhs per month and Average price per order to be Rs. 1,000, CPC – Rs. 50, and CTR – 5%, Conversion rate (company level) – 40%, Lead Conversion Rate (of Ads) – 25%. (CO3)

Q. 4: (A) An existing Home Furnishing brand with an amazing brand presence in Delhi, NCR now wishes to expand to Tier I cities of Northern India. They are now looking at Digital Marketing as a point of sale in these new regions. Being a known brand in Delhi, NCR what would you advise them to optimize their Digital Marketing Efforts. Explain the strategy in detail with the help of an AIDA Funnel. (CO4)

Or

Q. 4: (B) An e-commerce company is selling customized cosmetic products that suit individual's skin. However, the cost of the custom cosmetics is higher than that of the ready-made brands. They are now looking at Digital Marketing as a point of sale. Being a new company what would you advise them to ensure their sales are increased using social media platforms? Explain the strategy in detail with the help of an AIDA Funnel. (CO4)

SECTION - C

Read the case and answer the questions

7×02 = 14 Marks

Q. 5: Case Study: How Wakefit.co recorded a 64% increase in revenue during its awareness campaign

Wakefit.co is a research and innovation-driven sleep and home solutions company established in March 2016. It was founded by Ankit Garg and Chaitanya Ramalingegowda, with a vision to democratize sleep and home solutions in India. With a portfolio that previously included mattresses, pillows, bed frames, mattress protectors, comforters, neck pillows, and back cushions, the brand has now expanded to include home solutions products such as study tables, bookshelves, shoe racks, TV units, bedside tables, coffee tables, dining tables, towels, and more.

Objective

While the brand's larger objective from social media is to build a community of sleep enthusiasts, brand advocates, and people who are generally passionate about home and living, the daily objective is to become part of larger conversations and engage with people by churning out content that resonates with their emotions. The goal is to create a brand connect while adding value to the audience's lives.

Creative Idea

Since childhood, we have often witnessed people being referred to as 'Kumbhakaran', for having a great sleep appetite. Kumbhakaran has been a cultural icon in most Indians' lives while growing up and it has passed on for decades. Most of the people who love to sleep have been called Kumbhakaran at least once in their lives.

Wakefit.co was confident that its audience would easily connect with the idea of Kumbhakaran as the ultimate sleep icon. Using this creative device, the company wanted to showcase that while it has scientific reasons for consumers to believe that it offers some of the best mattresses in the market, a stamp of approval from the world's biggest sleep influencer, Kumbhakaran, would strengthen the company's appeal among consumers from a rational as well as emotional point of view.

Execution

The mattress brand leveraged a 360-degree digital approach to execute the awareness campaign and increase its virality over two months of the campaign. As part of the campaign, the brand introduced Kumbhakaran to convince the audience that if Wakefit Mattresses are approved by the biggest sleep influencer the world has seen, there is no reason to further contemplate buying a new Wakefit Mattress.

It was conducted in various phases and spanned across the brand's social media handles, YouTube channel, marketplaces, email marketing, influencers, meme pages, and more

As part of the first phase, the brand released a long-format video for the campaign, which was hosted and promoted across all owned and paid channels digitally.

Post this, the brand leveraged LinkedIn to announce 'Kumbhakaran joins Wakefit.co as Chief Sleep Officer'. In a bid to create organic buzz, the brand also launched his profile on LinkedIn while the Wakefit team, including the company founders and department heads, engaged with the profile

While the company was aware that LinkedIn did not allow fictional profiles and would eventually take it down, it recorded historic data by collating screenshots and screengrabs of every conversation and engagement created by Kumbhakaran on LinkedIn!

Kumbhkaran (KK) · 2nd
 Chief Sleep Officer (CSO) at Wakefit

Narad Muni University
 Bangalore Urban, Karnataka, India

500+ connections

[Connect](#) [Message](#) [...](#)

About

I am highly enthuzzziastic about sleep. I am a total foodie and believe that one must have the cake and eat it too, basically, eat cake twice! My jokes make me chuc...see more

As the Kumbhkaran continued to engage with people, various brands jumped on the bandwagon paving way for brand banter.

Kumbhkaran (KK)
 Chief Sleep Officer (CSO) at Wakefit
 5d · 🌐

I am thrilled to announce that I have joined [Wakefit](#) as their Chief Sleep Officer 😊. I will be officially "testing" all Wakefit mattresses before they are delivered to your doorstep. 🛏️

At my previous workplace, they often caught me sleeping 😴 on the job. It was against the rules, they said. Pfft! They were the worst. Believe it or not, once they made a thousand elephants walk over me to wake me up. 😩 Speak of toxic bosses, right? Well, mine was a demon so... 🙈

535 · 171 comments · 13,829 views

Anyway, I am super stoked 🤩 that my pass wonderful folks at Wakefit. Special thanks to [Ramalingegowda](#) for recruiting me for this fact. I am already hard at work. Let me soon

Reactions

Like Comment Share

▶ 13,829 views of your video

wakefit

Khao pio mast so jao

Here's a *taster* of my breakfast from this morning:

Item	Price
Khao Pio Mast so jao	₹1100
Soya chunks masala	₹1100
Pizzzza	₹3700
Cholay bhature	₹5400
Egg om-let	₹3000
Ja-lay-bi	₹6200
Snoozy ka halwa	₹1000

Being appointed the CSO at Wakefit has really "worked up" my appetite. Sharing a "taster" of my breakfast from Swiggy to give you something to "taco" about. 🌮

But zzzzeriously, let me know what to order for lunch in the comments and tag Swiggy so that they can deliver it to me before I "launch" into my siesta.

"Lettuce" do this friendZZ!

#khaopio #mastojoao #foodies #foodgasm

381 · 94 comments

Like Comment

43,935 views of your post in the feed

swiggyindia just a reminder that you set your order to COD 📍

2w 8 likes Reply ...

Hide replies

wakefitco @swiggyindia did you mean Chole Bhature, Onion Soup, Dal Makhani? -Kumbhkarani 🤔

2w 3 likes Reply

wakefit Spotify

Golden songs, matlab sone ke gaane 🎵

Doston, Wakefit says it's a working weekend for me. 😊 Apparently your excellence(y) can't take a day off on Dusshera! Working weekend, Oxy"moron" toh nahi bana rahe? 🤔

But I ain't complaining coz I have the ultimate Spotify playlist of some "golden songs" (matlab sone k gaane) to help me unleash the beast at work 😊 :

<https://lnkd.in/e6UQM-Mv>

Can you recommend some more me"lories" 🤖 for me to hustle hard(ly)? Comment with links to songs to help me be in "aish"es today.

Question

Q5 (A): Provide a detailed understanding of the challenge faced by WakeFit? What according to you was the major target of the above campaigns and what was the structure of the Digital Marketing Funnel? (CO4)

Q5 (B): According to you what is the most successful aspect of the campaign designed for Wakefit.co? Explain in detail why is brand banter being considered a success here and how did the company leveraged this? (CO4)

Mapping of Questions with Course Outcome

Question Number	COs	Marks Allocated
Q. 1:	CO1	5 Marks
Q. 2:	CO2	7 Marks
Q. 3:	CO3	7 Marks
Q. 4:	CO4	7 Marks
Q. 5:	CO4	14 Marks