

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2022-24)
END TERM EXAMINATION (TERM -III)

Subject Name: **Digital Marketing**

Time: **02.00 hrs**

Sub. Code: **PG32**

Max Marks: **40**

Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 mark 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.

Kindly write the all the course outcomes as per your TLEP in the box given below:

CO1 -Understand the underlying concepts of digital marketing
CO2-Apply the digital marketing tools for the marketing of the products and services of the organization.
CO3-Evaluate the importance of digital marketing decision and its implications.
CO4-Develop social media marketing campaigns.
CO5-Analyze the application areas of digital and social marketing

SECTION - A

Attempt all questions. All questions are compulsory.

1×5 = 5 Marks

Questions	CO	Bloom's Level
Q. 1: (A). What is Social listening? Q. 1: (B). What is POEM? Q. 1: (C). Differentiate between impressions and CTR on digital platforms Q. 1: (D). What are 4Cs of Social Media? Q. 1: (E). What are the different media buying models in Digital Marketing? (Entire Sec A to be assigned one CO.)	CO1	

SECTION – B

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

7 x 3 = 21 Marks

Questions	CO	Bloom's Level
Q.2 :(A). Suppose you are engaged in selling of bags / clothes and you have not got any website. Explain which digital marketing tool maybe used to create your store and also suggest the strategies that can be used to increase the unique visitors. Or Q.2: (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. Q3: (A). Once Khare and Chak started evaluating the type of traffic that Tech Talk	CO2	

<p>delivery cost of Re 1. The idea was to be present at all touch points of consumers with the right message. The objective was to chart out the existing customer journey and make communication strategy for digital media.</p> <p>They found after research that the channel mix consist of both online and offline. They had to work on App design and communication strategy.</p> <p>Questions: Q. 5: (A). Examine the digital marketing tools that can be adopted by Kiranakart for increasing the traffic. Q. 5: (B). Analyze the business model of KiranaKart and devise the social media marketing strategies for the company.</p> <p>(Entire Sec C to be assigned one CO. Both questions corresponding to the same CO)</p>	CO5	
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Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO1	5 Marks
CO2	7 Marks
CO3	7 Marks
CO4	7 Marks
CO5	14 Marks

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

- L1= Remembering**
- L2= Understanding**
- L3= Apply**
- L4= Analyze**
- L5= Evaluate**
- L6= Create**