

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM

FOURTH TRIMESTER (Batch 2020-22)

END TERM EXAMINATIONS, OCTOBER, 2021

Course Name	Digital Marketing	Course Code	MKT404
Max. Time	2 hours	Max. Marks	40 MM

Read all Instructions carefully :

1. All 3 Questions are mandatory
2. Each Question specifies the Marks and recommended time to complete
3. Questions may be attempted in any sequence, subject to the total duration of 2 hours
4. Answers once submitted in Moodle shall not be available for revision or resubmission even during the rest of the examination.
5. Snapshots from tools or platforms used, must clearly show it is your personal account, on the ID bar
6. Any file Upload (where applicable), must be in .doc/.docx file format and the File name must bear the Name Roll No Q No (eg. **Rakesh Tiwari PGMA2016 Q2**)
7. There is no extra time for uploading, which must be completed within the total duration of the examination.
8. NO part of the answer or supporting snapshot is acceptable on email or through any other means, outside Moodle

Q1. THIS QUESTION MUST BE ANSWERED WITHIN THE MOODLE EDITOR

(ONLY SNAPSHOTS ARE ACCEPTABLE AS UPLOAD)

Based on your personal WIX website created during the Trimester, you plan to launch a Diwali special offer, on facebook.

Create one facebook single image Ad for driving traffic of at least 2 target audiences to your website, for your Diwali special offer.

Upload all the following snapshots in **ONE SINGLE .doc / .docx**, in support of your answer.

1. First Copy the snapshot of your WIX website home page
2. In facebook, copy ALL the snapshot of each screen, showing COMPLETE details of inputs chosen by you, within
 - a. Campaign level
 - b. Ad Set level and
 - c. Ad level

Justify the target audiences each parameter in the **entire ad setup process**.

(20 Marks, 60 Minutes)

Q2. THIS QUESTION MUST BE ANSWERED WITHIN THE MOODLE EDITOR (NO UPLOAD ACCEPTABLE)

An author has recently embarked on creating an online presence, and is keen on driving relevant traffic to the website. Visit the website <https://www.ektasaigalpandit.com/>. Analyze and list out the features that could be improved from an SEO perspective.

- a. **Propose** improvements for each item listed, for enhancing the organic ranking of the website.
- b. **Justify** each proposal.

(10 Marks, 30 minutes)

Q3. THIS QUESTION MUST BE ANSWERED WITHIN THE MOODLE EDITOR (NO UPLOAD ACCEPTABLE)

myglamm (www.myglamm.com) is seeking proposals from consultants to drive a comprehensive Digital Marketing Plan for the upcoming winter season for every part of the buying funnel. In particular, they are targeting upmarket high value customers from the upwardly mobile segments of both urban India as well as the aspirational corporate women from tier 2 cities. In response to their online advertisement seeking proposals to award the contract, visit their website and **Develop** a Digital Marketing Strategy for myglamm.com covering the following

- a. Keywords with respective match types. **Justify** the 'Match type' of each keyword with examples of your own.
- b. Email marketing plan with 5 examples of email subject lines for drip marketing, along with description of content representing both target segments and all stages of the funnel –

Justify your choices.

(10 Marks, 30 minutes)

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Q1. THIS QUESTION MUST BE ANSWERED WITHIN THE MOODLE EDITOR
(ONLY SNAPSHOTS UPLOAD ARE ACCEPTABLE)

Based on your personal WIX website created during the Trimester, **create** an Adwords Text Ad, for a Diwali special offer, and **justify** your choices.

Upload the following snapshots (.doc / .docx) in support of your answer.

- a. Copy the snapshot of your website
- b. Copy the snapshot of 'Create Ads Page' (see example below), clearly showing the Ad strength and Preview. (10 Marks, 30 Minutes)

Q2. THIS QUESTION MUST BE ANSWERED WITHIN THE MOODLE EDITOR (NO UPLOAD ACCEPTABLE)

An author has recently embarked on creating an online presence, and is keen on driving relevant traffic to the website. Visit the website <https://www.ektasaigalpandit.com/>. analyze and list out the features that should be corrected from SEO perspective.

- a. **Propose** improvements for each item listed, for enhancing the organic ranking of the website.
- b. **Justify** each proposal.

(10 Marks, 30 minutes)

Q3. THIS QUESTION MUST BE ANSWERED WITHIN THE MOODLE EDITOR (NO UPLOAD ACCEPTABLE)

myglamm (www.myglamm.com) is seeking proposals from consultants to drive a comprehensive Digital Marketing Plan for the upcoming winter season for every part of the buying funnel. In particular, they are targeting upmarket high value customers from the upwardly mobile segments of both urban India as well as the aspirational corporate women from tier 2 cities. In response to their online advertisement seeking proposals to award the contract, **Develop** a comprehensive Digital Marketing Strategy for myglamm.com including

- a. On page and Off-page SEO suggestions and Keywords with respective match types. **Justify** match type of each keyword with examples of your own.
- b. Video Ads setting in Adwords – **Justify** your choices
- c. Instagram business account settings Targeting Budget Bidding and Ad copy with expected audience for each segment – **Justify** your choices
- d. Email marketing plan with 5 examples of email subject lines and content representing both target segments and all stages of the funnel - – **Justify** your choices.

(20 Marks, 60 minutes)