



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM

FOURTH TRIMESTER (Batch 2020-22)

END TERM (RE-APPEAR) EXAMINATIONS, NOVEMBER, 2021

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|-------------|-------------------|-------------|--------|
| 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, AND 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.

Q1. THIS QUESTION MUST BE ANSWERED ON A SEPARATE MS WORD FILE AND UPLAODED ALONG WITH SNAPSHOTS

You have a startup of Corporate Gifts and have suffered huge losses in the past year due to the pandemic. You are looking to regain market share through expanding your footprint across NCR UP and Haryana, in order to makeup for the losses through B2B Digital Marketing.

Create an Ad on an appropriate social media platform for the next 3 months.

- a. **Justify your choices.**
- b. Upload snapshots of each decision in the process of ad setup and the Target Audience size.

MARKS SHALL BE AWARDED MAINLY FOR SNAPSHTOS AND JUSTIFICATION

(15 Marks, 45 Minutes)

Q2. THIS QUESTION MUST BE ANSWERED ON A SEPARATE MS WORD FILE AND UPLAODED

The Centre for Entrepreneurship and Incubation at Jaipuria Institute of Management, Noida plans to set up a website that attracts Startup ideas from across the NCR, Startup mentors willing to handhold enthusiastic young entrepreneurs, as well as Funding establishments that are on a lookout for a unified repository of potential startups.

Create a plan for the website design, pages therein, all sections, and list out 10 keywords by BY SPECIFYING THE KEYWORD MATCH TYPE

a. **Justify** each keyword and JUSTIFY its 'Match Type'

MARKS SHALL BE AWARDED MAINLY FOR JUSTIFICATION

(10 Marks, 30 minutes)

Q3. THIS QUESTION MUST BE ANSWERED ON A SEPARATE MS WORD FILE AND UPLAODED ALONG WITH SNAPSHOTS

Visit the website <https://www.nhp.gov.in/disease/digestive/pancreas/diabetes-mellitus> and study the target audience.

Create a comprehensive Digital Marketing plan for addressing the 35+ age group by selecting the appropriate media to address them and encourage them to take proactive action for prevention through lifestyle changes.

Justify

- a. your choice of media and
- b. Options therein

MARKS SHALL BE AWARDED MAINLY FOR JUSTIFICATION

(15 Marks, 45 minutes)