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**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM / PGDM (M) / PGDM (SM)**

**IV TRIMESTER (Batch 2021-23)**

**END TERM EXAMINATION, NOVEMBER 2022**

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| Course Name | Digital Marketing | Course Code | **20124** |
| Max. Time | **2 hours** | Max. Marks | **40 MM** |

INSTRUCTIONS:

1. Design a website for an NGO working on reforming prison inmates in India. The website must contain the following features (20 Marks)
2. Home Page
3. Products / Services Section
4. About Us Section
5. Testimonials Section (minimum 3)
6. Video Gallery (minimum 3 videos)
7. Contact Form
8. Location Map
9. Anchors (minimum 3, 2 connected to menu tabs and 1 elsewhere)
10. Images (minimum 6 from site library)
11. Payment Button

Also coin a name of the NGO and check if the domain is available to buy. Attach screenshots of your working. Publish the website and submit live view link.

1. The NGO website you just created has decided to start a Digital Marketing campaign for the products made by the prison inmates. The NGO would prefer to reach out to public and private organizations to help them get corporate gifting orders / or get genuine leads which they can follow up.
2. Create a Facebook Multi Image (minimum 3) Ad for the same. Attach the screenshots of your working. You must create a new audience and NOT use any saved audience. The ad should capture details of the prospect organization like name, contact, products required, quantity, budget and delivery date (20 Marks)

OR

1. Create an emailer to be sent to the leads received, inviting them to preview the Festive Season Sale of the products made by NGO. The emailer must have a logo, Attractive headline announcing the sale, Description, pictures of product, social media icons. You must then send a test mail. Attach screenshots of your working. You are free to assume products / services of the NGO (20 Marks)