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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 the launch of a new Luxury Car of your choice containing 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 for the car and check if the domain is available to buy. Attach screenshots of your working. Publish the website and submit live view link.

1. The New Luxury car website you just created has decided to start a Content Marketing campaign to create awareness and eventually to push the prospect down the sales funnel.

Please help the Car Company to create a Digital Marketing Content Calendar for first two weeks on at least 5 different social media platforms and also what content you plan to upgrade on the website itself.

The content calendar must include the Day, time and platform for each posting. The Calendar should further use at least 20 content format variations in the span of two weeks. Each posting should have information on the objective of the post.

Apart from the objective the post should have information on at least 2 more parameters like its duration / word count, frequency, target audience, budget, link to, etc (20 Marks)

OR

1. Create a logo and a 1 min marketing video for the car which can be used in video marketing across multiple social media channels. The objective of the video is to differentiate the new luxury car from its competitors and make it attractive to its Target Audience. Add relevant background music to the video for better impact. (20 Marks)