

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM

IV TRIMESTER (Batch 2021-23)

END TERM EXAMINATION, NOVEMBER 2022

Set - B

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

INSTRUCTIONS:

- All Questions are mandatory
- Create a distinct MS Word file for Each Answer and **submit each Answer sheet separately in moodle.**
- File name to be 'Roll No Name and Answer No', eg. **PGFA1234 Ayushi Gupta A1a**
- All snapshots must carry the time-stamp of your desktop screen
- Overall Permissible Plagiarism. is 10%**
- Plagiarism Penalty Clause: 11-20% - Minus 5 Marks and Above 20% - Reappear**

Q1. **Contrast** the advantages and suitability of purpose of the following buying models of google Adwrods.

- CPM
- CPC
- CPA

Explain with suitable examples of your own.

(10 Marks)

Q2. In 1973-74, when the Indian textile industry experienced different export performance during the pre-liberalisation reforms, Dindyal Gupta started Bhawani Textiles. Today, 80-year-old Dindyal Gupta is the chairman of the renamed Dollar Industries Limited, which is one of the leading brands in the hosiery sector with a 15% market share. Their textile exports stand at nine percent of their total production in the Indian hosiery market.

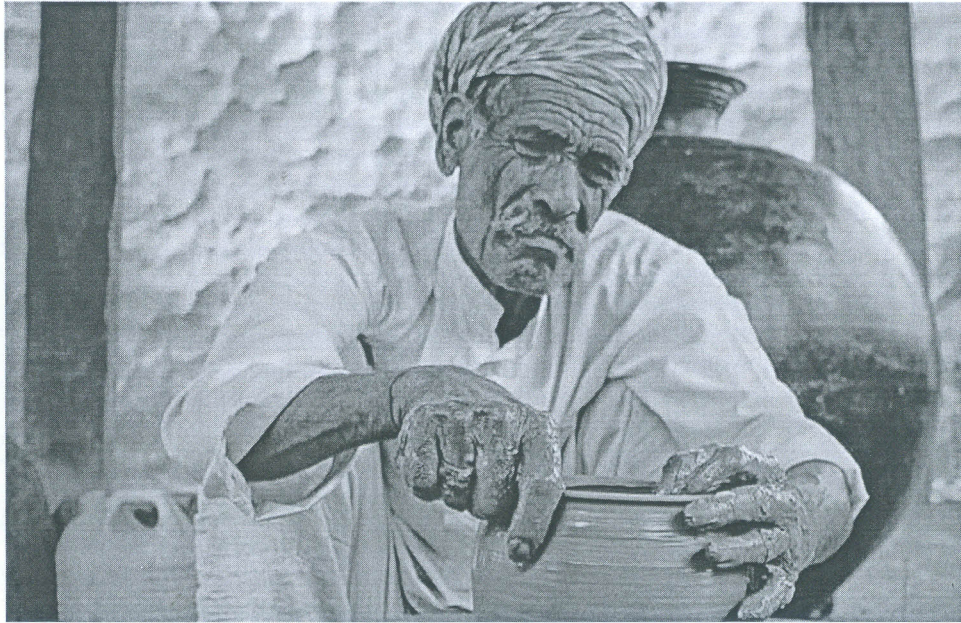
Under Vinod Kumar Gupta, Managing Director of the company, and next-gen business leaders Ankit Gupta, Gaurav Gupta, Aayush Gupta, and Vedika Gupta, Dollar Industries' clocked a turnover of Rs 984.52 crore for FY 2021-22.

Contrast the options of Social Media platforms that could be leveraged for engaging the target audience. **Justify** your choices with suitable examples.

(<https://yourstory.com/smbstory/innerwear-business-women-men-undergarments-large-enterprises-entrepreneurs/amp>)

(10 Marks)

Q3. The Indian pottery industry has seen a steady decline in the past several years due to mass-market production and change in consumer preferences, brought about by imported products. Countless artisans in Khurja, a small town in Uttar Pradesh, have witnessed their livelihood wilting due to the struggle to find a market for indigenous pottery.



The stagnating state of affairs caught the attention of the couple Siddhant Agarwal and Rashi Akar when they visited Khurja, considered the hub of ceramic products, in 2022.

In an effort to revive this dying art and provide artisans with a source of livelihood, the duo started Country Clay, a brand that aims to spread awareness about Indian pottery and offer an alternative to toxic materials.

(<https://yourstory.com/smbstory/country-clay-khurja-pottery-bizotico-lavna-locks-waaree-energies/amp>)

Contrast the use of any 4 Adwords Extensions and recommend which of these would be best suited for a proposed website being planned by Sidhant and Rashi.

Justify your choices.

(20 Marks)