

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
IV TRIMESTER (Batch 2021-23)
END TERM EXAMINATION, NOVEMBER 2022
Set - B

Course Name	Marketing on Internet Social Media and Mobile	Course Code	20140
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

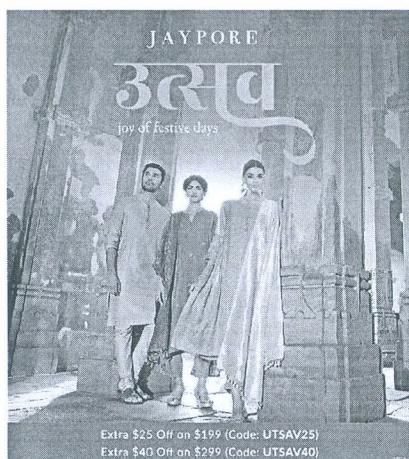
- a. All Questions are mandatory
- b. Create a distinct MS Word file for Each Answer and submit each Answer sheet separately in moodle.
- c. File name to be 'Roll No Name and Answer No', eg. PGFA1234 Ayushi Gupta A1a
- d. All snapshots must carry the time-stamp of your desktop screen
- e. **Overall Permissible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

Q1. You have been appointed as the Social Campaign lead for the upcoming campaign for a new Online Cosmetics firm which is targeting customers of Nykaa as a competitor.

Visit facebook.com/ads/library and identify an ad each for P1 P2 P3 for the brand Nyka Fashion. Copy past the identified images onto your Answersheet. Now create ad copy for each stage for your own brand to compete with Nykaa's ads for each stage.

(5 X 4 = 20 Marks)

Q2. jaypore.com is about bringing the world a little closer together. They discover the best designs from artisans and craftsmen from all over India, and deliver them at exceptional value to their members. Everyday, customers visit their website to discover a new story. They don't like to call them sales. They believe they are storytellers; about amazing product, and the people behind them. Jaypore focuses on products with unique, high quality craftsmanship; unmistakably local designs that feel at home anywhere in the world. Their products include home decor, accessories, jewelry, apparel, gifts, vintage items and more.



Over the period of the pandemic, jaypore.com has taken on fabindia.com, in a major market leadership bid.

From its humble beginnings jaypore.com has come a long way and has plans to expand to newer markets such as Australia and New Zealand.

Using similarweb.com critically analyse the two brands in terms of

- i. Rank traffic engagement
- ii. Audience demographic, and
- iii. Marketing Channels

Defend your observations with suitable snapshots of the tool.

(20 Marks)