

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**  
**PGDM / PGDM (M) / PGDM (SM)**  
**FOURTH TRIMESTER (Batch 2023-25)**  
**END TERM EXAMINATIONS, SEPTEMBER 2024**

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

**INSTRUCTIONS:**

- All Questions are mandatory. There are no optional questions.
- Overall Permissible Plagiarism. is 10%
- Plagiarism Penalty Clause: 11-20% - Minus 5 Marks and Above 20% - Reappear

**CASE 1**

You are a Digital Marketing Consultant, and have been hired by a client who owns India's largest chain of Restaurants. You are guiding one of your interns to do Keyword Research. The intern has referred to Google keyword Planner and listed out several keywords currently targeted by your client's direct competition.

Q1. Help him **build** a list each, for Informational, Navigational and Transactional keywords. **10 Marks**

**CASE 2**

You are an experienced Digital Marketing Consultant, serving small and medium enterprises that require your guidance to launch their brand, products or services.

You have come across a street vendor who sells vegetables, and always brings fresh vegetables to your doorstep. Of late you discovered that this vegetable seller is facing stiff competition from a 'Safal Fresh' vegetable outlet, that has recently opened in the neighborhood. Safal Fresh is the Fruits and vegetables arm of Mother Dairy, which is a wholly owned subsidiary of National Dairy Development Board. You decided to help the vegetable seller garner more customers by applying your Digital Marketing knowledge.  
(<https://www.motherdairy.com/>)

Q2. **Develop** a comprehensive Digital Marketing plan and **JUSTIFY** each your choices for the vegetable vendor, by providing YOUR OWN EXAMPLES, covering the following items (10 X 3Marks each) **30Marks**

- Who What Where
- 6 Keywords. 3 each for Top and Bottom Funnel
- A Content Marketing Plan each for Top and Bottom Funnel
- 4 Proposed Blog Topics. 2 each for Top and Bottom Funnel
- 2 Search Ads Headlines. 1 each for Top and Bottom Funnel
- 2 Search Ads Descriptions. 1 each for Top and Bottom Funnel
- 2 Google Search Ads Assets. 1 each for Top and Bottom Funnel
- 2 Youtube Ad types. 1 each for Top and Bottom Funnel
- 2 Meta Ads copy. 1 each for Top and Bottom Funnel
- 2 Email Subject lines. 1 each for Top and Bottom Funnel