

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

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

**FOURTH TRIMESTER (Batch 2023-25)**

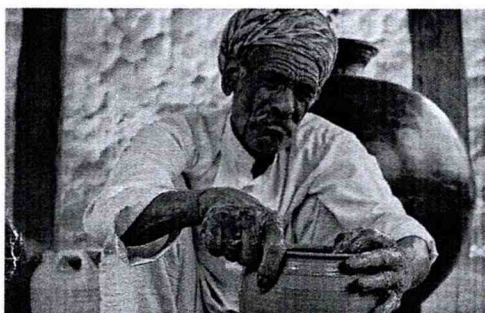
**END TERM REAPPEAR EXAMINATIONS, NOVEMBER 2024**

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

**INSTRUCTIONS:**

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

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.



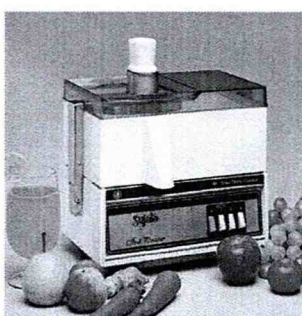
The stagnating state of affairs caught the attention of the couple Siddhant Agarwal and Rashi Akar when they visited Khurja, considered the hub of ceramic products, in 2022. In an effort to revive this dying art and provide artisans with a source of livelihood, the duo started Country Clay, a brand that 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 2 Digital Marketing Strategies and recommend which of these would be best suited for a proposed website being planned by Sidhant and Rashi.

**Justify** your choices.

(20 Marks)



Q2. There was a time when India was not known to produce quality engineering products, it took a visionary to break that perception. Sujata was born in 1979 with a continuous pursuit of perfection. Shri Brijmohan Mittal, the esteemed founder, took it as a challenge to innovate, design, and completely manufacture a world-class product in India. Sujata has built its legacy over forty years, with its mixer grinder, trusted and loved by housewives across India for excellence in performance and proven durability.

Under Vinod Kumar Gupta, Managing Director of the company, and next-gen business leaders Ankit Gupta, Gaurav Gupta, Aayush Gupta, and Vedika Gupta, Sujata Industries clocked a turnover of Rs 984.52 crore for FY 2023-24.

**Compare** the options of types of Keywords that could be leveraged for engaging the target audience. **Justify** your choices with suitable examples of keywords for the Appliances Industry, that you would propose to the Guptas. (<https://sujataappliances.com/about-us/>)

(20 Marks)