

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**PGDM / PGDM (M) / PGDM (SM)****FOURTH TRIMESTER (Batch 2024-26)****END TERM EXAMINATIONS, OCTOBER 2025****SET-1**

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

INSTRUCTIONS:

- This is a closed book exam
- No calculator or stationery is required for any of the questions.
- Any rough work must be done on the answer sheet itself.
- All Questions are mandatory. There are no optional questions.

Case 1**“Mutual Funds in a Flat Market – A Digital Growth Playbook”**

The Indian stock market has been moving sideways for several months, leaving investors frustrated with limited returns. Yet, this stagnation has only amplified the importance of mutual funds as a safer and more dependable alternative for long-term wealth creation. Unlike direct stock picking, mutual funds offer diversification, professional management, and consistency. Recent trends make this case even stronger: monthly SIP inflows have now crossed the twenty-thousand-crore rupee mark, a figure that signals the growing confidence of middle-class households in mutual funds as the preferred path to financial stability.

Your consulting firm has been invited by TrustGrow Mutual Fund, the market leader in terms of assets under management, to reimagine their digital marketing strategy. The goal is to help them capture a larger retail audience, particularly in India's expanding Tier II and Tier III cities, where first-time investors are looking for trustworthy financial guidance.

The competitive landscape is intense. HDFC Mutual Fund continues to hold a strong position because of its reputation and legacy. Its campaigns have often been educational, with a focus on explaining the discipline of SIPs, and this credibility appeals deeply to cautious investors. SBI Mutual Fund has leveraged its branch network and retail banking dominance to penetrate semi-urban markets, riding on the familiarity and reach of State Bank of India. Axis Mutual Fund has charted a different path, choosing to appeal to the younger demographic with a digital-first approach that includes influencer collaborations and sleek branding, making investing appear aspirational and modern. Each of these competitors has carved a space, yet the race for the next generation of investors is far from over.

Despite this progress, five gaps in the market remain conspicuous. Financial literacy levels are still low, especially among new investors entering from smaller towns. Gen Z investors and women professionals, although showing increased interest, often lack personalized advice that addresses their unique needs. The digital onboarding journey is still clunky, with few platforms offering regional language support that can make mutual funds more inclusive. Many potential investors remain hesitant because of a lack of trust-building content tailored for Tier II and III users, who are still unfamiliar with financial jargon. Finally, the industry has not invested enough in nurturing customers after their first investment, leaving post-engagement weak and retention at risk.

...PTO

Q1. You are a Digital Marketing Consultant pitching for the account of TrustGrow Mutual Fund. Your challenge is to **design** a digital marketing proposal for the client, that not only positions TrustGrow MF ahead of its competitors but also addresses these structural gaps. Design a proposal that addresses the following key elements, and JUSTIFY your choices : **(5 X 5 = 25 Marks)**

- Identify and describe five distinct audience Personas relevant for TrustGrow MF's growth strategy.
- For each Persona, list one key pain point or objection they may have toward investing in mutual funds.
- Propose one organic digital strategy to address each objection.
- Write one compelling ad copy for each pain point.
- For each ad, suggest one platform, format, and targeting strategy to maximize impact.

Google Update July 2025

The Shift from Keyword Optimization to Search Intent Optimization

Traditional keyword search optimization strategies have shown significant limitations in today's digital landscape. The practice of stuffing content with specific keywords and focusing solely on search volume metrics often results in artificial-sounding content that fails to address real user needs.

Google's algorithm has evolved beyond simple keyword matching. The search engine now uses advanced natural language processing to understand context, meaning, and relationships between words. This shift has transformed SEO from a keyword-centric approach to a user-focused strategy.

(source : <https://www.imarkinfotech.com/>)

Q2. You are leading the SEO team at a renowned Digital Marketing Agency, for an upcoming cosmetics brand in India. Attached in annexure 1 is a recent download of keywords for the homepage of nykaa.com – a key competitor, downloaded by one of your interns, as a reference. You are required to guide the intern to **create** a comprehensive list of the following types of keywords and respective 'Intent', for the creative team to build into the homepage of this upcoming cosmetics brand, using the following brief of the client. JUSTIFY your choices. **(2 X 5 = 10 Marks)**

- Persona
- Convenience
- Informational
- Transactional
- Head

Q3. Given below are the bids and Quality Scores of 4 brands bidding for the same keyword in Google Ads. **Calculate** the actual cost of a click for each bidder. **(5 Marks)**

Advertiser	Max Bid (₹)	Quality Score
A	19	2
B	12	6
C	16	3
D	8	10
E	14	4
F	21	2

GLOW MODE: ON

NYKAA The Festive Sale
Up To 50% Off
Shop Now

HEALTHY HAIR HEROES
Up To 50% Off On Must-Haves
Shop Now

TOP 10 + Dermat's Deal
FESTIVE SKINCARE ESSENTIALS
On Dr. Debelak's shelf to essentials for luminous, festive skin
Shop Now

GET READY WITH NYKAA

Get Deepika Padukone's iconic festive look in a few steps

Shop Now

Extra 20% Off On Your First App Purchase

USE CODE **EXTRA20%**

TONYMOLY

UP TO 25% OFF

TODAY'S TOP DEALS

Charlotte Tilbury
AIR BRUSH PERFECT BLUSH SET
On ₹2000: Free Mini Lipstick, Cream & Spray
Shop Now

DOT & KEY
Festive Glow
Flat 20% Off On Limited Range
Shop Now

MAYBELLINE
MADEIT STAY FRESH 24H MAKEUP REMOVAL
Up to 40% off On Festive Range
Shop Now

EDITOR'S CUT: HEAD-TO-TOE PICKS

GLOW GIVING SKINCARE Up To 50% Off	HYDRATING SKINCARE Up To 50% Off	BOUNDLESS BODYCARE Up To 60% Off	MUST-HAVE FRAGRANCES Up To 40% Off	TRENDING HAIR MASKS Up To 50% Off
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NYKAA LUXE
THE BEST OF LUXURY

LANCÔME L22 Mascara + Lip Paint ₹ 13000 Shop Now	SKIN Tata's Parachute Shikha Cream Shop Now	CHARLOTTE TILBURY Flat 15% Off On Charlotte's Beauty Icons Shop Now	SKIN Up to 25% off + GSTs Shop Now	LABRANNE New Labranne Free Gift On All Orders Shop Now
LANCÔME Flat 15% Off On All Orders Shop Now	SKIN Up to 25% Off Shop Now	SKIN Flat 15% Off On All Orders Shop Now	SKIN Up to 25% Off + GSTs Shop Now	LABRANNE Up to 25% Off On All Orders Shop Now

Explore All Brands

New At NYKAA

Latest Beauty Arrivals You'll Want To Own

Keyword	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range) (₹)	Top of page bid (high range)(₹)
nykaa app	5000	Medium	54	3.60	32.52
nykaa online shopping	5000	High	98	1.48	15.03
nykaa cosmetics	5000	High	91	3.31	26.27
nykaa beauty	50000	High	95	2.04	18.97
nykaa online	5000	High	96	2.17	17.45
nykaa login	5000	Medium	47	1.57	15.29
buy cosmetics online	500	High	90	11.61	59.79
online makeup	500	High	94	12.74	45.68
makeup products	50000	High	90	2.21	25.72
nykaa india	5000	High	94	3.02	21.34
best makeup brands	5000	High	91	6.01	38.41
nykaa products	5000	High	77	1.52	18.70
nykaa sale	50000	High	88	1.72	23.88
makeup online shopping	500	High	88	11.94	57.35
best makeup products	5000	High	97	5.25	37.13
cosmetic products	50000	Medium	43	5.75	32.03
cosmetic shop near me	500000	Low	12	18.82	72.85
nykaa shopping	5000	High	93	1.11	13.32
beauty products for women	5000	High	90	2.34	31.11
make up products	5000	High	92	1.90	28.31
beauty products	50000	High	76	4.87	32.88
online beauty products	500	High	82	9.33	46.30
nykaa lipstick	50000	High	98	0.97	22.07
makeup website	500	Medium	62	7.86	33.48
best beauty products	5000	High	93	8.28	36.07
best makeup	5000	Medium	62	2.91	25.56
cosmetic website	5000	Low	28	9.46	32.92
buy beauty products online	500	High	71	15.29	73.50
cosmetic online	500	High	91	6.42	56.95
top makeup brands	5000	Medium	35	4.50	33.71
cosmetics online shopping	500	High	88	11.94	57.35
nykaa store	5000	Low	23	3.49	24.42
nykaa website	5000	High	76	1.94	18.20
nykaa makeup	5000	High	94	2.66	22.30
beauty website	500	Medium	34	10.22	32.77
nykaa beauty app	500	Medium	40	4.73	46.57
nykaa beauty products	5000	High	94	1.96	18.98
my nykaa	5000	High	87	1.50	15.83
cosmetics shop	50000	Low	3	14.56	56.53
nykaa men	50000	High	88	2.24	22.20
nykaa luxe	50000	Low	24	2.71	24.84
buy makeup online	500	High	90	11.61	59.79
makeup brands	5000	Medium	45	4.08	30.37
make up	50000	Medium	34	3.54	34.51