

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**PGDM / PGDM (M) / PGDM (SM)****FOURTH TRIMESTER (Batch 2024-26)****END TERM EXAMINATIONS, OCTOBER 2025****SET-2**

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.

Q1. Critically **contrast**, the pros and cons of deploying a facebook page vs Instagram Business Account vs a LinkedIn page vs a Youtube Channel for a popular sneaker brand of your choice.
(20 Marks)

Q2. Read this news item given below and analyze the implications with 4 examples, with respect to an apparel brand of your choice.
(20 Marks)

Google just finished its July 2025 core update.

Rankings shuffled. Some big-name sites dropped. Smaller, independent publishers climbed. Most marketers are still asking: Why?

The truth is, SEO in 2025 isn't just about keywords, word count, or backlinks. Google's signals have shifted. And if your strategy hasn't embraced Intent Marketing, it's already behind.

The Digital Marketing world needs to understand why traditional SEO checklists are losing impact, and what's actually delivering results inside real development and content cycles.

(<https://medium.com>)