## GL BAJAJ
Institute of Management & Research
Greater Noida

**FIND YOUR SPARK**

### Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

## POST GRADUATE DIPLOMA IN MANAGEMENT (2024-26)
## END TERM EXAMINATION (TERM -III)

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|---|---|
| Subject Name: Digital Marketing | Time: **02:00 hrs** |
| Sub. Code: PG32 | Max Marks: **40** |

**Note: All questions are compulsory. Section A carries12 marks:6 questions of 2 marks each,Section B carries 18 marks having 3 questions (with internal choice question in each) of 6 marks each and Section C carries 10 marks one Case Study having 2 questions of 5 marks each.**

**Kindly write the all the course outcomes as per your TLEP in the box given below:**

| COs | Statement of Course Outcomes | Bloom's Taxonomy |
|---|---|---|
| CO-1 | Learn the underlying concepts of digital marketing | Remember-L-1 |
| CO2 | Understand the Digital Marketing tools. | Understand-L-2 |
| CO-3 | Apply the digital marketing tools for the marketing of the products and services of the organization. | Apply- L-3 |
| CO-4 | Evaluate the importance of digital marketing decision and its implications. | Evaluate- L-5 |
| CO-5 | Develop social media marketing campaigns. | Create- L-6 |
| CO-6 | Analyze the application areas of digital and social marketing | Analyze -L-4 |

### SECTION - A

| Attempt all questions. All questions are compulsory. | | 2×6 = 12 Marks |
|---|---|---|
| **Questions** | **CO** | **Bloom's Level** |
| **Q. 1: (A).** What are the content distribution tools? | CO1 | |
| **Q. 1: (B).** Explain the importance of Digital Marketing Funnel**.** | | |
| **Q. 1: (C).** What are the buying models in paid advertising? | | |
| **Q. 1: (D).** How social listening is beneficial and suggests two tools used for social listing? | | |
| **Q. 1: (E).** What are backlinks in SEO and why are they important? | | |
| **Q. 1: (F).** How Generative AI can be applied in content creation? Give examples of tools. | CO2 | |

### SECTION – B

| All questions are compulsory (Each question has an internal choice. Attempt anyone (either A or B) from the internal choice) | | 6 x 3 = 18 Marks |
|---|---|---|
| **Questions** | **CO** | **Bloom's Level** |
| **Q. 2: (A).** Zomato recently expanded its services to include intercity food delivery. Apply digital marketing tools to create an online promotion strategy for this new service. | CO3 | |
| **Or** | | |
| **Q. 2: (B).** FlipTrack, a brand offering phone accessories—from affordable cases to premium wireless earbuds—wants to create a digital strategy to engage | | |

different customer segments and increase sales. How would you design a online display marketing strategy that caters to these diverse audiences and drives sales across all segments

| | | |
|---|---|---|
| **Q. 3: (A).** ZenSpaces," offers customized home decor items like nameplates, wall art, and wooden signs. These personalized products are priced higher than standard decor items. The company plans to use its website as the main point of sale.<br>As a marketing consultant, what SEO strategies would you recommend to help increase their online sales?<br><div align="center">**Or**</div><br>**Q. 3: (B).** Evaluate the strategic importance of using data-driven decision-making (via tools like Google Analytics) in planning digital marketing campaigns. What are the potential risks of ignoring such tools? | CO5 | |
| **Q. 4: (A).** Develop a social media content calendar for one week to promote a digital course or webinar. Include post types, timing, and call-to-action ideas.<br><br><div align="center">**Or**</div><br>**Q. 4: (B).** Mr. Arjun Mehta, living in a bustling apartment complex, notices a rising interest in healthy snacks during the pandemic. He starts **"NutriCrave"**, a home-based business offering baked millet chips and protein-rich trail mixes, delivered locally. To grow his business online, he wants to run a focused social media campaign.<br><br>What should be the key objectives of NutriCrave's social media campaign, keeping in mind its niche and audience? Which KPIs should be used to measure success, and how would you track and analyze them? | CO4 | |

<div align="center">

### SECTION - C

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Read the case and answer the questions            **5×02 = 10 Marks**

| Questions | CO | Bloom's Level |
|---|---|---|
| Q. 5: Case Study: **Tata Motors' Display Advertising Strategy**<br><br>**Introduction** Tata Motors, one of India's leading automobile manufacturers, has effectively leveraged digital marketing strategies to enhance brand visibility, engage potential customers, and drive sales. The company utilizes a combination of social media marketing, search engine optimization (SEO), pay-per-click (PPC) advertising, content marketing, and email marketing to create a strong online presence. One of its key digital advertising initiatives revolves around its association with the Indian Premier League (IPL), which has proven to be a game-changer for brand engagement.<br><br>**Digital Marketing Strategies**<br><br>  1. **Social Media Marketing**<br>    Tata Motors strategically uses platforms like Facebook, Instagram, and Twitter to connect with consumers. By sharing engaging visuals, videos, and updates about its vehicles, the company maintains an active dialogue with its audience. Social media campaigns help attract new customers while reinforcing the brand's position in the competitive automotive market.<br>  2. **Search Engine Optimization (SEO)** | | |

The company ensures its website ranks prominently in search engine results by optimizing content, using relevant keywords, and building high-quality backlinks. This enhances organic traffic, improving brand discoverability among potential car buyers.

3. **Pay-Per-Click (PPC) Advertising**
Through PPC campaigns, Tata Motors targets customers searching for information about automobiles. These ads appear on search engine results pages (SERPs), ensuring that the brand reaches high-intent consumers efficiently.

**Example of PPC Performance Metrics:**

| Platform | Reach | Impressions | Click-Through Rate (CTR) | Conversion Rate |
|---|---|---|---|---|
| Google Ads | 1M | 5M | 2.5% | 4% |
| Facebook Ads | 800K | 3.5M | 1.8% | 3.5% |
| LinkedIn Ads | 500K | 2M | 1.2% | 2.8% |

4. **Landing Page Optimization**
To maximize conversions from digital ads, Tata Motors optimizes its landing pages with clear calls-to-action, engaging visuals, and a seamless user experience.

5. **Content Marketing**
Tata Motors develops informative and engaging content, including blog posts, infographics, and video content. This strategy helps in educating customers, increasing brand awareness, and establishing thought leadership in the automotive sector.

6. **Email Marketing**
The company employs email campaigns to keep customers informed about new product launches, exclusive offers, and brand updates. Personalized emails help in nurturing leads and maintaining customer engagement.

**Leveraging IPL for Display Advertising**

Taking its partnership with the Board of Control for Cricket in India (BCCI) into the sixth consecutive year, Tata Motors maximized its association with IPL 2023. The company positioned Tiago.ev as the official partner for the tournament, using the platform to enhance awareness of its electric vehicle (EV) offerings.

- **Increased Investment in Digital Platforms**: Tata Motors strategically allocated a significant portion of its advertising budget to JioCinema, recognizing its ability to reach audiences across diverse income groups. The company emphasized that small-town India represents a growing automotive market with a demand for affordable, safe, and economical vehicles like the Tiago EV.
- **Regional Language Advertising**: By advertising in multiple languages, Tata Motors expanded its reach across different demographic segments, ensuring that its brand message resonated deeply with varied audiences.

**First-Ever EV Promotion at IPL**: For the first time, Tata Motors advertised an electric vehicle during the IPL, showcasing its commitment to sustainable mobility while tapping into a vast cricket-loving audience

| | | |
|---|---|---|
| Questions:<br>**Q. 5: (A).** With the rise of electric vehicles, Tata Motors has embraced new technology. Discuss how digital marketing can aid in educating and influencing consumers about Tata's electric vehicle offerings. What key digital tools and strategies should be implemented? | CO6 | |
| **Q. 5: (B).** How can Tata Motors utilize digital marketing analytics to optimize its campaigns and measure ROI? Provide examples of key performance indicators (KPIs) that would be relevant for Tata Motors' digital marketing efforts. | CO6 | |

**Kindly fill the total marks allocated to each CO's in the table below:**

| COs | Question No. | Marks Allocated |
|---|---|---|
| CO1 | | |
| CO2 | | |
| CO3 | | |
| CO4 | | |
| CO5 | | |
| CO6 | | |

**(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)**

**Blooms Taxonomy Levels given below for your ready reference:**

**L1= Remembering**
**L2= Understanding**
**L3= Apply**
**L4= Analyze**
**L5= Evaluate**
**L6= Create**