

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2025-27)
END TERM EXAMINATION (TERM-III)

Subject Name: **Digital Marketing (Practical)**

Time: **02.00 hrs**

Sub. Code: **PG302**

Max Marks: **28+12**

Note: All Questions are compulsory

1. Exam Password: EF@dmkt.2026

Important: Enter the correct password at the time of submission. Any submission without the password will not be evaluated under any circumstances.

2. Question Paper Structure

- **Section A:** 12 Questions × 1 Mark each (*Objective / Short Answer*)
- **Section B:** 4 Questions × 7 Marks each (*Application-Based / Practical*)

3. For all questions in Section B, you must use the brand:

"QuickTurn Remodelling" (A company specialising in transforming multifamily residences and commercial spaces)

4. Time Duration

- Exam Duration: 1 hour 30 minutes
- Submission Time: Additional 30 minutes (for uploading/formatting your answers).

5. Submission Instructions

- Ensure all answers are compiled in the required format (Word, PDF, or Screenshot as instructed).
- Double-check your document before submission.

6. Academic Integrity

- Any form of unfair means or copying will lead to strict action as per college guidelines.

All the best! Think creatively, apply concepts smartly, and showcase your digital marketing skills.

SECTION-A

CO1 Mapping

Q1 a. The process of optimizing a website to rank higher in search engine results is called _____.

SEO (Search Engine Optimisation)

Q1 b. _____ is a digital marketing metric that measures the cost paid for each click on an advertisement.

CPC (Cost Per Click)

Q1 c. The three main digital marketing career models are freelancing, agency, and _____.
Corporate

Q1 d. A _____ is a secure protocol that encrypts data between a web server and browser.
SSL (Secure Sockets Layer)

Q1 e. The platform used to manage and deploy marketing tags without modifying code is called _____.

GTM (Google Tag Manager)

CO3 Mapping

Q1 f. Without proper _____ tracking, marketers cannot measure conversion attribution or optimize campaigns effectively.

Conversion

Q1 g. The _____ Pixel is essential for tracking user behavior and measuring ad performance on Facebook/Instagram.

Meta / Facebook

Q1 .h Poor _____ research can lead to targeting wrong audiences and wasted advertising budgets.

Keyword / Audience

Q1 i. The advertising _____ consists of three stages: awareness, consideration, and conversion.

Funnel

Q1 j. _____ intent analysis is critical for creating content that matches what users are actually searching for.

Search

Q1 k. Without GA4 (Google Analytics 4), businesses cannot effectively track _____ journeys across devices.

Customer / User

Q1 l. Organic _____ strategies are cost-effective but require consistent effort and time to show results.

Growth / Social media

SECTION-B

Brand: "QuickTurn Remodelling" (A company specialising in transforming multifamily residences and commercial spaces)

Question 2 (CO2: Application of digital marketing tools)

Task: Using WordPress, design both the home page and about page for QuickTurn Remodelling's website. The pages must include the following:

Home Page:

- A hero section with a background image of a completed project
- Three service categories (e.g., Multifamily Residences, Senior Living Communities, Commercial Spaces) with a brief description and CTA
- A testimonial section

About Page:

- A brief history of QuickTurn Remodelling, highlighting its mission, values, and expertise in remodelling projects
- A team section with short bios and pictures of key team members
- Include the company's contact information

Deliverable: A screenshot or link to both the home page and about page designed on WordPress.

Question 3 (CO4: Development of social media campaigns)

Task: Create an **Instagram ad** for QuickTurn Remodelling using **Canva**, promoting their transformation services for multifamily residences. The ad must include:

- A catchy caption highlighting the brand's services
- A CTA to visit the website for a consultation
- Use the brand's colour scheme and logo

Deliverable: Downloaded image of **Canva ad design**.

Question 4 (CO5: Analysis of digital/social marketing applications)

Task: You need to write 3 different blog posts (each around 500 words).

Write all blogs from the perspective of QuickTurn Remodelling, targeting clients in the Senior Living Communities Remodeling sector.

Important Instructions:

☐ Each blog must be unique (no repetition of content)

☐ Publish all 3 blogs on different websites/platforms

☐ Every blog post should include the following elements:

1. **Incorporate a keyword strategy:** Research and use 5-7 **keywords** related to senior living remodelling. The keywords should be naturally integrated into the blog post.

2. **Ad Copy Example:** Write a **short ad copy** (2-3 lines) at the end of the blog to encourage readers to inquire about remodelling services. The ad should have a **clear call-to-action (CTA)**
3. **Focus on customer benefits:** Highlight the following:
 - **Why senior living space remodelling is important**
 - **How QuickTurn Remodelling can improve these spaces**
4. **SEO Best Practices:** Ensure the blog post follows basic SEO principles.

Deliverable: Share the published blog link

Question 5 (CO5: Analysis of digital/social marketing applications)

Task: Using **Google Analytics**, analyze the data for QuickTurn Remodelling's website, specifically focusing on the **Senior Living Communities Remodelling** service. The following data is provided for the last 30 days:

Metric	Value
Sessions	10,500
Bounce Rate	45%
Average Session Duration	2 min 30 sec
Top Traffic Sources	Organic Search (50%), Direct (30%), Referral (15%), Social (5%)
Top Performing Page	Senior Living Remodelling Service Page (3,000 pageviews)

Answer the following questions:

1. **Traffic Source:** Which traffic source is most effective for Senior Living Remodelling, and how can it be optimised?
2. **Bounce Rate:** With a **45% bounce rate**, what can be done to improve user engagement on this page?
3. **Session Duration:** Given the **2 min 30 sec** average session duration, what steps can be taken to increase this?
4. **Top Page:** The **Senior Living Remodeling Service Page** has **3,000 pageviews**. How can this page be further promoted?
5. **SEO Focus:** Since **50% of traffic** comes from Organic Search, what **2 SEO actions** would you recommend to boost traffic further?

Deliverable: Submit a Word document that includes all the provided data along with clear, concise answers to each question. Make sure your responses include practical, actionable suggestions.

Google Form Link: <https://forms.gle/umNe5WoQTsM69UpX9>