

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: AB@dmkt.2026

 *Note: You must enter the correct password to successfully submit your exam.
Submissions without the password will not be evaluated.*

2. Question Paper Structure

- Section A: 12 Questions × 1 Mark each
- Section B: 4 Questions × 7 Marks each

3. Industry for Section B is Café

- **You may either:**
 - Create your own brand (*recommended for creativity*), OR
 - Choose an existing/famous café brand.

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

Mapping: CO1

Q1 a. In a lead-focused campaign, _____ plays a more critical role than traffic volume because it shows how many visitors take the desired action.

Answer: Conversion Rate

Q1 b. When a student wants project-based independence rather than fixed office reporting, _____ is usually more suitable than a corporate digital marketing role.

Answer: Freelancing

Q1 c. _____ keywords indicate that the user is comparing options before making a purchase decision.

Answer: Commercial Intent

Q1 d. A website showing “Not Secure” in the browser is most likely missing an active _____ certificate.

Answer: SSL

Q1 e. A single web page created mainly to collect registrations for a webinar is best understood as a _____.

Answer: Landing Page

Mapping: CO3

Q1 f. A brand receiving many clicks but very few enquiries should first evaluate the _____ rather than increasing the ad budget immediately.

Answer: Landing Page

Q1 g. If the goal is to build long-term organic visibility, investment in _____ is more sustainable than relying only on paid ads.

Answer: SEO

Q1 h. A digital marketer choosing between Google Ads and SEO for instant visibility should select _____ because it can generate faster paid search exposure.

Answer: Google Ads

Q1 i. When an SEO audit finds broken links, missing meta tags, and slow pages, the website needs _____ optimization.

Answer: Technical

Q1 j. _____ is more useful than impressions when evaluating whether paid advertising is generating revenue profitably.

Answer: ROAS

Q1 k. If SEMrush shows high search volume but very strong competition, the better decision is to target a _____ keyword first.

Answer: Long-tail

Q1 l. When a user searches “best digital marketing course with placement,” the search intent is closer to _____ than simple information gathering.

Answer: Commercial Investigation

SECTION B

Industry: Café

Question 2: Develop a Social Media Marketing Campaign (CO4) (Marks: 7)

1. Create a 30-day Content Plan: (3 Marks)

For each day, write:

- What will you post? (Post idea)
- Caption (what you will write in the post)
- CTA (what action you want people to take, e.g., “Buy now”, “Follow us”)
- 5 Hashtags

2. Create any 4 posts as per the content planner for Cafe and suggest a caption with the hashtags Strategy. (4 Marks)

Put all your data into a Word file and upload that file to the Google Form for submission.

Question 3: Analyse Application Areas of Digital Marketing (CO5) (Marks: 7)

Create 3 different digital marketing creatives/content outputs for a new café launch using the following formats:

- 1. One Instagram story text with CTA**
- 2. One Google My Business post content**
- 3. One WhatsApp promotional message for local customers**

Each output must include:

- Café launch message
- Offer or attraction point
- Location-based appeal
- Clear call-to-action
- Suitable tone for the platform

Question 4: Google Analytics Basic Interpretation (CO6) (Marks: 7)

Use of analytics tools & ethical practices

A website has the following weekly data:

Metric	Value
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Users	4,200
Sessions	5,600
Bounce Rate	68%
Average Engagement Time	42 seconds
Conversions	84
Top Traffic Source	Instagram
Highest Exit Page	Pricing Page

Prepare a short practical analytics report in a Word document

Submit the following deliverables (1-Mark each):

- 1. Calculate conversion rate**
- 2. Identify 2 possible problems from the data**
- 3. Suggest 2 practical improvements**
- 4. Mention one ethical practice while tracking users**
- 5. Suggest one event that should be tracked**
- 6. Write one dashboard insight in simple language**
- 7. Mention one metric to monitor next week**

Question 5: Apply Digital Marketing Tools (CO2) (Marks: 7)

Using Canva, design a one-page landing website for a café. Your landing page design must include:

- Café brand name**
- Launch offer or promotional message**
- Suitable headline and short description**
- Food/beverage-related image or icon**
- Clear CTA button such as “Order Now,” “Visit Us,” or “Book a Table”**
- Visually appealing layout suitable for a café website**

Google Form Link: <https://forms.gle/K8aPMC7P1j7xjrPV9>