

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: CD@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:

“EcoFresh Cleaning Solutions”

(A company specialising in eco-friendly, chemical-free cleaning products for residential 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.

CO1 Mapping

Q1 a. _____ becomes the stronger career option when a person wants structured growth, fixed salary, and department-based responsibilities.

Answer: Corporate Role

Q1 b. When people search “how to improve website ranking,” their intent is mainly _____.

Answer: Informational

Q1 c. The process of improving headings, internal links, keyword placement, and content quality is called _____ optimization.

Answer: Content

Q1 d. A user who types “buy running shoes online” is showing _____ intent.

Answer: Transactional

Q1 e. _____ hosting becomes important when website speed, uptime, and security affect lead generation.

Answer: Reliable

CO3 Mapping

Q1 f. A business that wants complete control over design, backend logic, and advanced features should prefer a _____ website over a simple CMS template.

Answer: Custom

Q1 g. In a paid campaign, high CPC with poor lead quality suggests that keyword targeting and _____ need immediate review.

Answer: Ad Relevance

Q1 h. _____ ads are generally more effective when the target audience is browsing visually engaging content on social platforms.

Answer: Meta

Q1 i. If a campaign's main goal is to collect enquiries at the lowest possible cost, _____ is a more useful metric than total reach.

Answer: CPL

Q1 j. If visitors leave a landing page without scrolling or clicking, the marketer should evaluate the page's _____ experience.

Answer: User

Q1 k. A marketer reducing wasted ad spend by excluding irrelevant search terms is using _____ keywords.

Answer: Negative

Q1 l. In the funnel, remarketing ads are most suitable when users have already shown _____ but have not converted.

Answer: Interest

SECTION B

Brand: "EcoFresh Cleaning Solutions" (A company specialising in eco-friendly, chemical-free cleaning products for residential and commercial spaces)

Question 2 (CO2: Application of digital marketing tools) (7 Marks)

Task: Using CANVA, create a **landing page** for EcoFresh Cleaning Solutions to promote their new line of **chemical-free cleaning products**. The landing page should include:

- A **hero section** featuring a banner image of the product with a strong headline
- **Product showcase:** Display the top 3 products with a brief description and a **CTA**
- An **about section** explaining the eco-friendly and chemical-free aspects of the products
- A **contact form** for inquiries or purchases

Deliverable: Published Canva Website link to the **landing page** designed.

Question 3 (CO4: Development of social media campaigns) (7 Marks)

Task: Create a **Facebook ad campaign** for EcoFresh Cleaning Solutions with the goal of **driving website traffic**. The campaign should include:

- Objective: **Traffic**
- Target Audience: Environmentally-conscious individuals, homeowners, and cleaning professionals
- Design a simple **carousel ad** showcasing different cleaning products
- Write **ad copy** that highlights the eco-friendly nature of the products

Deliverable: Paste your Facebook Ads carousel, along with the ad copy, into a Word document and submit the file.

Question 4 (CO5: Analysis of digital/social marketing applications) (7 Marks)

Task: Using **Google Analytics**, analyse the real-time data for EcoFresh Cleaning Solutions' website. The following data is provided for the last 30 days:

Metric	Organic Search	Direct Traffic	Referral Traffic	Social Traffic
Sessions	5,200	2,500	1,200	600
Bounce Rate	38%	55%	48%	60%
Conversion Rate	4.5%	2.0%	3.5%	1.0%
Top Performing Page	Product Page	Home Page	Blog Page	Promo Page

Answer the following questions:

1. **Traffic Source:** Which traffic source is bringing in the most **sessions**?

2. **Bounce Rate:** What traffic source has the highest **bounce rate**, and what action can be taken to reduce it?
3. **Conversion Rate:** Which traffic source has the **highest conversion rate**, and what could be improved in others?
4. **Top Performing Page:** What is the **top-performing page** for each traffic source, and how can this data help in optimizing other pages?
5. **SEO Focus:** Based on the traffic data, what **SEO strategy** should be focused on to increase conversion rates for low-performing sources?

Deliverable: *Answer each question briefly and clearly, using actionable insights based on the given data. Compile all your responses into a single Word document and submit it.*

Question 5 (CO6: Use of analytics tools & ethical practices) (7 Marks)

Task: Using **Google My Business (GMB)**, create a new account for EcoFresh Cleaning Solutions and set up a **business profile**. Afterward, add an **update post** for their new chemical-free product line. The post should include the following:

- **Business Profile Setup:** Complete the necessary fields for the GMB account (Business Name, Address, Phone Number, Website URL, Business Hours, etc.).
- **Update Post:** Promote the new product line of chemical-free cleaners by adding a **photo** of the products.
- **SEO-Optimized Content:** Write a post using SEO-friendly keywords like "eco-friendly cleaning products," "chemical-free cleaners," and "natural home cleaning."
- Ensure the post is **optimized for local SEO**, focusing on the geographic location.

Deliverable: A screenshot of the **Google My Business** profile and **update post** with the added photo and SEO-optimized keywords.

Google Form Link: <https://forms.gle/XJNY3cyL5oCVXQWE8>