

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: GH@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 Questions is "Health and Wellness"

- **You may either:**
 - Create your own brand (*recommended for creativity*), OR
 - Choose an existing/famous Health and Wellness 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. _____ is the stage where users compare solutions, read reviews, and evaluate whether the brand fits their need.

Answer: Consideration

Q1 b. If WordPress is chosen mainly for easy blog posting and plugin support, the decision is based on _____ flexibility.

Answer: CMS

Q1 c. When an SEO manager studies competitors' top-ranking pages before writing content, the tool used may be _____ or Ahrefs.

Answer: SEMrush

Q1 d. _____ SEO is strengthened when other trusted websites link back to a brand's website.

Answer: Off-page

Q1 e. In paid advertising, a high ROAS indicates that the campaign is generating strong _____ compared to the ad spend.

Answer: Revenue

Mapping CO3

Q1 f. When a new business wants credibility before running ads, setting up a professional website and secure domain should come before heavy _____ spending.

Answer: Advertising

Q1 g. In Google Ads, a campaign with many clicks but high cost per lead should be judged through _____ rather than click volume alone.

Answer: CPL

Q1 h. If the homepage explains the brand but the ad sends users to a focused enquiry page, the marketer is using a _____ page strategy.

Answer: Landing

Q1 i. If many pages on a website target the same keyword, it may create keyword _____.

Answer: Cannibalisation

Q1 j. The decision to create separate ad sets for different audience groups in Meta Ads helps improve _____ accuracy.

Answer: Targeting

Q1 k. In search marketing, users showing strong purchase intent should be sent to pages designed for _____ rather than general reading.

Answer: Conversion

Q1 l. A freelancer handling SEO, ads, content, and reporting alone needs broader _____ skills than a specialist working in a large agency.

Answer: Multitasking

SECTION-B

Industry: "Health and Wellness"

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

Task: Using **WordPress**, create the following pages for the Health and Wellness brand's website:

1. **Home Page:**

- A **hero section** with an image of the plant-based supplement and a headline
- A brief **introductory section** that describes the brand's mission

2. **Products Page:**

- Showcase the **plant-based supplement** with a **product description** highlighting key benefits
- Display other **related products** with brief descriptions and links to more details

3. **About Us Page:**

- Provide a **company overview**, describing the values of the Health and Wellness brand
- Highlight key aspects of the brand's mission, vision, and commitment to sustainability

Deliverable: share screenshots of the Home Page, Products Page, and About Us Page created on WordPress, ensuring all required sections are included.

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

Task: Create a **Facebook ad campaign** and a **Meta ad Reel** for the launch of the plant-based supplement to drive **website traffic**. The campaign should include:

1. **Facebook Ad Campaign:**

- Health-conscious individuals, fitness enthusiasts, and those interested in organic supplements
- Design a **carousel ad** showcasing the plant-based supplement, its key benefits, and a **CTA** to visit the website for more information
- Write **ad copy** focusing on the product's natural ingredients and health benefits.

Deliverable: Deliverable: Please compile all the required answers in a Word document, including the Facebook Ads details, carousel ad, and ad copy.

2. **Meta Ad (Reel):**

- Create a **Meta Reel** (Instagram) to promote the launch of the plant-based supplement.
- The Reel should include a **short video** (up to 30 seconds) showcasing the product and its benefits in an engaging and informative way. Include the following:
 - A **product demonstration** or **benefits overview** (e.g., "Boost your immunity with 100% plant-based ingredients")
 - Add **captions** or **on-screen text** highlighting key selling points

Deliverable: Create a reel and upload it in the Google Form. The reel must clearly showcase the product along with its key benefits.

Question 4 (CO5: User Behavior & Funnel Analysis) (7 Marks)

Task: Use **Google Analytics** to analyse the **user journey** and **conversion funnel** for EcoFresh Cleaning Solutions' website. The data for the last 30 days is provided below:

Metric	Home Page	Product Page	Checkout Page	Purchase Completed
Sessions	15,000	8,500	4,200	1,800
Bounce Rate	45%	35%	25%	10%
Conversion Rate	3%	4%	5%	8%
Exit Rate	55%	40%	30%	0%
Average Time on Page	1 min 20 sec	2 min 5 sec	3 min 15 sec	5 min 30 sec

Answer the following questions:

1. What does the **funnel analysis** show in terms of user drop-off from the **Home Page** to **Purchase Completed**? What are the potential causes of this drop-off?
2. The **Home Page** has a **45% bounce rate**, while the **Product Page** has a **35% bounce rate**. What insights can you draw from this, and what strategies could you implement to reduce bounce rate across both pages?
3. The **Checkout Page** has the **highest conversion rate (5%)**, but the **Product Page** has a lower conversion rate (4%). What actions can you take to improve the conversion rate on the **Product Page**?
4. **Exit Rate Analysis:** The **Home Page** has a high **exit rate of 55%**. What is the significance of this, and how can you optimize the **Home Page** to encourage users to engage with the next pages in the funnel?
5. The **Average Time on Page** for the **Purchase Completed** page is **5 minutes 30 seconds**. What does this suggest about the user experience on the **Checkout Page**, and what improvements could be made to further enhance the process?

Deliverable: Answer each question with clear insights and optimisation suggestions based on the given data. Identify key opportunities to improve the user journey and increase conversions. Submit your responses in a Word document.

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

Task: Using **Google My Business (GMB)**, create a new account for the Health and Wellness brand and set up a **business profile**. Afterward, add an **update post** for the launch of the new plant-based supplement. The post should include:

- **Business Profile Setup:** Complete all necessary fields for the GMB account
- **Update Post:** Promote the new plant-based supplement with a **photo** of the product
- Ensure the post is **optimised 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-optimised keywords.

Google Form Link: <https://forms.gle/VjgV9PFNYBvv9L2v9>