

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

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

Subject Name: **Digital Marketing**

Time: **60 mins**

Sub. Code: **PG32**

Max Marks: **20**

Note: All questions are compulsory. Read all the instructions carefully.

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

CO-1	Understand the underlying concepts of digital marketing. (L-1 & L-2)
CO-2	Apply the digital marketing tools for the marketing of the products and services of the organisation. (L-3)
CO-3	Evaluate the importance of digital marketing decisions and their implications. (L-5)
CO-4	Develop social media marketing campaigns. (L-6)
CO-5	Analyse the application areas of digital and social marketing. (L-4)
CO-6	Use digital analytics tools and ethical digital marketing practices to make informed decisions and enhance continuous professional development. (L5 & L6)

Read all the instructions carefully before attempting the paper.

- **You have exactly 45 minutes to complete the tasks and 15 minutes to upload the details through the Google Form.**
- **Read the Google Form clearly — it will specify exactly where to upload the link(s) and where to upload screenshots.**
- **You are only able to access the Google Form from your official college ID (institute email).**
- **Only one response is allowed per college ID. Be extremely careful with submissions — double-check before submitting.**
- **No excuses of any kind (technical issues, internet problems, forgot to save, etc.) will be entertained after the deadline. Plan your time accordingly.**

Q1. Create a Canva Website (10 Marks).

Choose any brand/business of your choice (real or imaginary — e.g., café, fitness studio, handmade jewellery, coaching centre, eco-friendly products, etc.).

Using Canva's Website builder feature, create and publish a simple one-page website with scrolling sections. Your website must include:

1. A custom Logo of your business (designed in Canva or uploaded) — **2 marks**
2. Content spread across 3 distinct scrolling sections — **4 marks**
3. At least 2 Call-to-Action (CTA) buttons — **2 marks**
4. Overall design, colour scheme, typography, image quality, layout & professional look & feel — **2 marks**

After finishing:

- Publish the website
- Copy the public shareable link on the Google Form

Q2. Create & Optimise Google Business Profile (10 Marks)

Create a new Google Business Profile using your official college email ID only. Complete the profile with the same brand/business you used in Q1. You must:

1. Set up the basic profile (business name, category, or service area) — **2 marks**
2. Attach the Canva website link created in Q1 — **2 marks**
3. Write a proper business description (minimum 550–750 characters) — **2 marks**
4. Add at least 4 products/services, each with: — **2 marks**
 - Product/service name
 - Realistic price
 - High-quality photo
5. Upload a professional Logo and an attractive Cover Photo — **2 marks**

After completing every step, take the following clear, readable screenshots (crop unnecessary parts, ensure text is legible):

- Google Business Profile main dashboard/overview
- The “Info/About” section showing description & website link
- The “Products” section showing all 4+ items with prices & photos
- The “Photos” section showing logo + cover photo uploaded

Submission Guidelines

- Open the provided Google Form using your college email only.
- Enter your full name, roll number & batch clearly.
- Paste the Canva website link in the designated field.
- Upload all screenshots (Q2) in the correct upload sections/fields as instructed in the form.

Kindly submit your responses using the Google Form link provided below:

<https://forms.gle/AkdZZZQ4Y8Sxniy66>