



Name:

Enrolment No:

**UPES**

**End Semester Examination, May 2023**

**Course: Digital Marketing**

**Program: MBA Global**

**Course Code: MKTG 7009**

**Semester: II**

**Time : 03 hrs.**

**Max. Marks: 100**

**Instructions:**

**SECTION A**  
**10Qx2M=20Marks**

S. No.	Statement of question	Marks	CO
Q1	What is Quality Score?		CO1
Q2	What is Sitemap?		CO1
Q3	What is the speed audit of a website? How its helpful for a digital marketer?		CO1
Q4	What is online visibility of a brand? Explain in brief.		CO1
Q5	Who are social media influencers?		CO1
Q6	What do you mean by search engine marketing?		CO1
Q7	What are the advantages of digital marketing over traditional marketing?		CO1
Q8	What is PPC?		CO1
Q9	What is the difference between search engine optimization and search engine advertising?		CO1
Q10	What Ad rank? What is its relevance in search engine marketing?		CO1

**SECTION B**  
**4Qx5M= 20 Marks**

	Statement of question		
Q11	What is the difference between earned media and owned media?		CO2
Q12	What are some practices that should be avoided during designing the content of a website?		CO2
Q13	How does digital marketing help to establish the brand identity?		CO2
Q14	Explain the concept of Indexing in SEO.		CO2

**SECTION-C**  
**3Qx10M=30 Marks**

	Statement of question		
Q15	You are an SEO expert of a digital marketing company 'Web X'. You got a new client who's website has a very poor page rank. The client's website is ranking on the second page of search engine results page. Therefore, the owner has to spend huge amount on search engine advertising to get sponsored links on the top of the SERP. What are some on-page optimization methods that can improve the ranking of the website? Explain in detail.		<b>CO3</b>
Q16	Ola Cabs want to launch a new digital marketing campaign to revamp the its brand image as a youth icon. The company is targeting different social media platforms. What type of campaign should be used on Facebook for this purpose? What should be the targeting strategy of the company?		<b>CO3</b>
Q17	While going through the analytics of the website, the digital marketing manager of the company noticed that the bounce rate is consistently increasing since last one week. The company is not able to engage the visitors to the website due to which the sales are declining. In this scenario, what will be your plan to improve the visitor engagement? Explain in detail.		<b>CO3</b>
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
	Statement of question		
Q18	Imagine you are a manager of an advertising agency. You get a new client who wants to run a digital marketing campaign for its newly launched face wash "Blissful skin". The client wants to increase the brand awareness among the prospective customers. What will be your digital marketing strategy? Write in detail about the different steps in the social media strategy cycle that you will implement in this campaign.		<b>CO4</b>
Q19	You have started a small business of making pickles at your home with a very low budget and want to advertise it online. What will be your digital marketing strategy? Explain in detail.		<b>CO4</b>