



Name:	
Enrolment No:	

UPES
End Semester Examination, May 2024

Course: Understanding Digital Marketing	Semester: IV
Program: BBA (DB)	Time : 03 hrs.
Course Code: DIGB2002	Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	What is the Full Form of SEO?	02	CO1
Q 2	What do you understand by the term Remarketing?	02	CO1
Q 3	What do you understand by the term Visitor Engagement?	02	CO1
Q 4	What do you understand by the term Conversion in Digital Marketing?	02	CO1
Q 5	What if the Full Form of NPS in measuring customer retention?	02	CO1
Q 6	What do you understand by Earned Media?	02	CO1
Q 7	What do you understand by Branding?	02	CO1
Q 8	Who used E-Mail for the first time?	02	CO1
Q 9	What do you understand by Sentiment Analysis?	02	CO1
Q 10	What do you understand by Display Advertising?	02	CO1

SECTION B
4Qx5M= 20 Marks

Q 11	Explain the concept of Crowdsourcing and its various types, emphasizing how it engages collective intelligence and contributions from diverse groups.	05	CO2
Q 12	Describe the concept of Web Marketing, highlighting its strategies and techniques for promoting products or services online.	05	CO2
Q 13	Outline the Dos and Don'ts of social media, identifying effective practices and common mistakes to avoid when engaging with audiences on social platforms.	05	CO2
Q 14	Elaborate on the concept of Video Advertising, detailing its use in digital marketing campaigns and its effectiveness in capturing audience attention through visual storytelling.	05	CO2

SECTION-C
3Qx10M=30 Marks

Q 15	Generate an in-depth analysis of the various types of Visibility within the realm of Digital Marketing. Subsequently, evaluate the role of	10	CO3
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	Digital Marketing strategies in enhancing overall Visibility and brand presence in the digital landscape.		
Q 16	Construct an extensive examination of the primary channels utilized in Digital Marketing. Subsequently, assess the significance and effectiveness of each channel in reaching and engaging target audiences within the digital realm.	10	CO3
Q17.	Examine the significance of Content Marketing within Digital Marketing channels for achieving effectiveness. Or Explore the steps required to align internet strategies with business objectives.	10	CO3
SECTION-D 2Qx15M= 30 Marks			
Q 18	ABC Corp, an e-commerce company specializing in fashion accessories, wants to enhance its email marketing efforts to boost sales and customer engagement. The company has a sizable customer base but struggles with low open rates and click-through rates (CTRs) in its email campaigns. Management believes that improving email marketing strategies could significantly impact sales and customer loyalty. ABC Corp decides to revamp its email marketing strategy. They start by segmenting their customer base into different categories based on purchase history, browsing behavior, and demographic information. Additionally, they invest in creating personalized and visually appealing email content. They also implement A/B testing to determine the most effective subject lines, content formats, and call-to-action (CTA) buttons. a) Discuss the factors that might have contributed to the increase in open rates and CTRs by revamping the email marketing strategy? b) How can ABC Corp further optimize its email marketing efforts to sustain and build upon the observed improvements in engagement and sales?	15	CO4
Q19.	Answer anyone of the following: XYZ Corp, a leading online retailer specializing in home appliances, wants to improve its display advertising strategy to increase brand visibility and drive sales. Despite investing in display ads across various platforms, the company is experiencing stagnant or declining click-through rates (CTRs) and conversions. XYZ Corp decides to overhaul its display advertising strategy. They start by conducting thorough market research to understand their target audience's preferences and online behavior. Based on this research, they develop highly targeted display ad campaigns tailored to different audience segments. Additionally, they leverage compelling ad creatives and captivating visuals to grab users' attention and drive engagement. XYZ Corp also implements retargeting campaigns to re-engage users who have previously visited their website but did not make a purchase. a) Discuss the factors that might contribute to the increase in CTRs and conversions in revamping the display advertising strategy? b) How can XYZ Corp further optimize its display advertising efforts to sustain and build upon the observed improvements in performance? Or	15	CO4

	<p>GlobalTech is a technology conglomerate operating in various countries worldwide. The company is known for its innovative products but faces ethical dilemmas related to marketing practices, such as cultural insensitivity, differing ethical norms, and compliance with global ethical standards</p> <ul style="list-style-type: none">a) How did GlobalTech identify and address ethical considerations and cultural differences when designing Digital marketing campaigns?b) What security and safety can help GlobalTech implement to ensure consistency and integrity across its Digital marketing practices?		
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