

Register Number:

Date: \_\_/\_\_/2022

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| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** |
| **MA ADVERTISING & PUBLIC RELATIONS – II SEMESTER** |
| **SEMESTER EXAMINATION: JULY 2022**  **APR 8121: Digital Media Marketing** |

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| **Time- 2 1/2 hrs** |  | **Max Marks-70** |

**This paper contains TWO printed pages and THREE parts**

1. **Answer the following questions in 100 words each. (5X2 = 10)**
2. How can businesses use Facebook to increase their Digital Marketing Efforts?
3. Discuss the benefits of Pay per Click. How do Google Ad words help in this type of search?
4. What is Page Ranking? Review its importance in digital marketing.
5. What are the elements of a typical search on Google?
6. What are landing pages? What benefits do they offer?
7. **Answer any FOUR questions in 150 words each. (4X5=20)**
8. What are the benefits of Digital Marketing in today’s internet era?
9. Discuss the need for integrating online and offline strategies in digital marketing. Give suitable examples in support of your answer.
10. Discuss how consumers can be effectively engaged through social media.
11. Describe the SEO process. What is the difference between paid search and organic search?
12. Explain with examples what influencer marketing is all about.
13. **Name at least five sections where keywords optimisation is conducted for website ranking.**
14. **Explain what on-page and off page optimisation?**
15. **Answer any FOUR questions in 250-300 words each. (4X10 = 40)**
16. Formulate a Digital Marketing Strategy for St. Joseph College of Communication.
17. What are the various steps that a marketer needs to take in order to execute a Mobile Marketing Strategy?
18. With Instagram, brands have the unique advantage of understanding their customers or potential customers and roll out marketing campaigns accordingly. Comment on the above statement using Indian brands as examples.
19. A newly launched brand, wants to launch an ideation contest in India through which they would like to source 1000 ideas with three months. The brand plans to target – 18-25 years old in Tier 1, Tier 2 and Tier 3 cities. The brand does not have any budget and is looking to leverage free platforms and resources. What would your recommendations be to this brand?
20. **What are the key metrics to track to understand the user behaviour on a website?**
21. **Think of a digital marketing strategy for a decade-old fashion store.**
22. **What are the metrics that should be followed for increasing web presence?**
23. **To increase sales, is it important for the business to go for digital marketing campaigns? If yes, why? If no, why not.**

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APR 8121\_A\_22

Section B - Answer ONE question only!

Question 1

You are the new Marketing Manager for ‘Woof’ - a dog rescue charity that supports and rehomes

unwanted pet dogs in the North East.

They have been considering running a direct and digital marketing campaign to build awareness

and attract new customers and have asked you to provide recommendations on how to generate

potential new customers via digital media.

Illustrate your answer with examples.

OR

Question 2

Testing in email campaigns is key to maximising success. What are the most important test

variables and how can testing be used to improve the performance of email campaigns?

Illustrate your answer with examples.

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