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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  **Post Graduate Diploma in Management (Batch 2022-24)** |
| **Course Title: Digital Marketing, (Course Code: X0124)**  **End Term Examination, Term - IV (Oct, 2023)** | |
| **Time Duration : 2 Hours Total Marks: 40** | |

*General Instructions*:

1. *Answer the questions as directed. The break-up of the marks is given wherever necessary.*
2. *Marks against each question is indicated to its right.*
3. *Answer all the questions of a ‘Section/Question’ at one place in continuation.*
4. *Answers should be brief and to the point.*
5. *Do not write on the question paper except your roll number.*

**SECTION - A**

**Q1.** A website has a high bounce rate but decent traffic. How would you go about identifying the issues and improving the website's conversion rate? Provide specific strategies and tools you would use. **(5 marks)**

**Q2.** You've noticed that your competitor's ad copy is performing better than yours in a pay-per-click (PPC) campaign. How would you approach optimizing your ad copy to compete effectively and improve your Quality Score? **(5 marks)**

**SECTION - B**

Q4. Imagine a cosmetics company is launching a new line of skincare products. They want to leverage social media marketing to create buzz and drive sales. They have a limited budget. How should they plan their social media marketing strategy, including platform selection, content creation, and engagement tactics, to ensure a successful product launch and maximize their return on investment (ROI)? (10 Marks)

**Q5.** You are the digital marketing manager for a small local bakery that specializes in artisanal pastries and bread. The bakery has been in business for several years but wants to expand its customer base and increase sales. They've asked you to create a comprehensive digital marketing campaign to achieve these goals. (20 Marks)

**Question:**

Outline a digital marketing campaign for the bakery, including the following elements:

**Campaign Objective:** Clearly define the primary objectives of the campaign. What specific goals do you want to achieve for the bakery, such as increasing online orders, foot traffic, or brand awareness?

**Target Audience:** Describe the bakery's ideal customer persona(s) for this campaign. Who are you trying to reach, and what are their demographics, interests, and behaviors?

**Digital Channels:** Select the digital marketing channels you will use to reach your target audience. Explain why you've chosen these channels and how you plan to utilize them. Options may include social media, email marketing, Google Ads, content marketing, or others.

**Content Strategy:** Provide a content strategy for the campaign. What types of content will you create and share on the chosen channels? How will you highlight the bakery's unique offerings and engage with the audience?

**Promotion and Advertising:** Describe any paid advertising or promotional activities you will use to boost the campaign's reach. Specify the budget allocation and expected outcomes.

**Measurement and Analytics:** Outline the key performance indicators (KPIs) you will use to measure the success of the campaign. How will you track and analyze the results? What tools or platforms will you use for this purpose?

**Timeline:** Create a rough timeline for the campaign, including the launch date, major milestones, and a schedule for content creation and distribution.

**Budget:** Estimate the overall budget required for this campaign, including any advertising spend, and content production costs, and tools or software expenses.

**Risk Assessment:** Identify potential challenges or risks that could affect the success of the campaign and propose strategies to mitigate them.

Demonstrate a clear understanding of the bakery's unique selling points and how digital marketing can be leveraged to achieve its objectives.