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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  Post Graduate Diploma in Management (Batch 2023-25) |
| **Course Title: Digital Marketing (Course Code: 40411)**  **Improvement Examination, Term – IV (November 2024)** | |
| **Time Duration: 2 Hours Total Marks: 40** | |

***General Instructions*:**

1. *All questions are mandatory*
2. *Brief and up to the point answers are desired*

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**Q.1 A startup with a limited budget wants to promote its new online grocery app using Google Ads. How would you design an SEM campaign for them? Consider keyword selection, ad formats, and budget allocation strategies. (10 Marks)**

**Q.2 A fashion brand plans to use a blog as part of its content marketing strategy to drive organic traffic and build customer trust. Suggest the types of content they should focus on and outline a monthly content calendar with examples of blog titles. (10 Marks)**

**Q.3 A local bakery’s website struggles to rank on the first page of search engine results despite consistent content updates and basic SEO practices. Conduct a detailed audit to identify possible reasons for poor performance. Evaluate its keyword strategy, backlink profile, site architecture, and user experience. Based on your analysis, propose an advanced SEO roadmap with measurable goals to achieve a top-three ranking within six months. (10 Marks)**

**Q.4 A new restaurant wants to create buzz on Instagram and attract local customers. Design an SMM strategy that includes post ideas, engagement tactics, and methods to measure campaign success. (10 Marks)**