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**BENGALURU**

**Department of Research & Development  
Mid - Term Examinations - SEPTEMBER 2024**

<b>Odd Semester:</b> Ph.D. Course Work	<b>Date:</b> 27 /09/2024
<b>Course Code:</b> MBA2038	<b>Time:</b> 2:00pm – 3:30pm
<b>Course Name:</b> Digital and Strategic Marketing	<b>Max Marks:</b> 50
<b>Department:</b> SOM	<b>Weightage:</b> 25%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

**Part A**

<b>Answer ALL the Questions. Each question carries 5 marks.</b>		<b>4Qx5M=20M</b>
1	A SERP is the web page that a search engine, returns that lists the results of a user’s search. Each Search result in SERP has three components in it. List the three components of a Search Result. Give suitable examples.	<b>5 Marks</b>
2	SEO is the way to ‘speak’ to search engines in a language they can understand and give them with more information about your website. Two Important factors for Web Performance - On page SEO & Off page SEO. Explain On-Page SEO.	<b>5 Marks</b>
3	Explain the factors used by Google for ranking websites on SERP.	<b>5 Marks</b>
4	Explain how loyal customer community can be built for a retail brand using social media. List out the key metrics used in this context.	<b>5 Marks</b>

**Part B**

<b>Answer ALL Questions. Each question carries 15 marks.</b>		<b>2QX15M=30M</b>
5	Revecent, a company that specializes in recruiting top sales talent for their clients, had average PPC conversion rates and inefficient campaign structure and management. It hired Seven Atoms who has to optimize the SEP strategy. Seven Atoms identified challenges with Revecent’s existing campaigns that included problems with the account structure, landing pages, wasted spend, and inefficient keyword management. It presented a new, multi-faceted SEO strategy that married offsite and onsite tactics. This included a revamped account structure better aligning ads to keywords, thus improving quality scores and fine-tuning keyword	<b>15 Marks</b>

	<p>management. For the website, they implemented conversion-optimized landing pages with clear calls-to-action and used A/B testing to find continuous conversion rate wins. The results were significant, with total conversion increasing by 275 (a 290% increase in conversion rate), and a 78% decrease in cost per conversion. If you would have been Seven Atoms what would have been your detailed plan with all the aspects of SEO to suggest to the top management? Discuss the steps and tools.</p>	
6	<p>In the present day world, digital marketing has surpassed traditional marketing. Newspaper ads are seeing a sharp decline and there is less viewers for TV commercials .In this changing scenario, Mr. Rajan of Fresh Grocery Store is countered with less visitors to his store. None of his outbound promotions are working. Yourself being a new age Marketing Professional has been approached to apply the right digital marketing tools to be used in order to develop his business. Devise the right strategy for Mr. Rajan using social media.</p>	<b>15 Marks</b>