PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – MAY 2025
Date: 20-05-2025   **Time:** 09:30 am – 12:30 pm

School: SOM-PG	Program: MBA	
Course Code: MBA2019	**Course Name:** DIGITAL MARKETING	
Semester: II	**Max Marks**: 100	**Weightage**: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	25	25	25	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

Answer ALL the Questions. Each question carries 3 marks.   **10Q x 3M=30M**

1.	Explain the difference between inbound and outbound marketing with suitable examples.	3 Marks	L2	CO1
2.	Interpret the function of a search engine algorithm in organizing search results.	3 Marks	L2	CO1
3.	List the steps involved in the SEO process.	3 Marks	L2	CO1
4.	Compare manual keyword research with tool-based research in terms of SEO benefits.	3 Marks	L2	CO1
5.	Highlight the role of technical SEO in improving website visibility.	3 Marks	L2	CO1
6.	Illustrate typical business goals supported by PPC campaign execution.	3 Marks	L2	CO2
7.	Classify the components of the Google Ads ranking formula that impact ad ranking.	3 Marks	L2	CO2
8.	Describe the use of the Google Display Network (GDN) in a digital marketing campaign.	3 Marks	L2	CO2
9.	Discuss the importance of budget allocation in Digital Display Advertising.	3 Marks	L2	CO2

10.	Categorize the different types of digital display ads and identify their typical placements.	3 Marks	L2	CO2

Part B

11.	a.	Create a keyword research plan for a startup offering organic skincare products online.	10 Marks	L3	CO1
		Or			
12.	a.	Develop an SEO strategy to increase the visibility of a new blog on sustainable fashion.	10 Marks	L3	CO1

13.	a.	Create a PPC ad campaign for a newly launched food delivery service focusing on targeting office-goers.	10 Marks	L3	CO2
		Or			
14.	a.	Outline the key elements of a Digital Display Advertising (DDA) strategy for a digital educational platform launching courses targeted at working professionals.	10 Marks	L3	CO2

15.	a.	Build a content calendar and engagement strategy for a brand launching a new fitness tracker on Instagram and YouTube.	10 Marks	L3	CO3
		Or			
16.	a.	Formulate a comprehensive 4-stage social media plan for a bookstore attempting to revitalize its presence through digital channels.	10 Marks	L3	CO3

17.	a.	Construct an SMS marketing strategy for a restaurant chain offering exclusive weekend deals.	10 Marks	L3	CO4
		Or			
18.	a.	Outline an email campaign plan to improve repeat purchases in an e-commerce fashion store.	10 Marks	L3	CO4

Part C

Answer all the Questions. Each question carries 15 marks   **2Q x 15M=30M**

19.	a.	"Reviving Engagement – The Case of Trendy Threads" Background: TrendyThreads, a mid-sized fashion brand, saw a decline in social media engagement despite consistent posting. They maintained active pages on Instagram, Facebook, and YouTube, but the organic reach and conversion rates dropped drastically over the last 6 months. The marketing team was posting generic content without personalization or targeting. They had never	15 Marks	L4	CO3

explored Facebook groups, LinkedIn jobs, or influencer partnerships.

To address the issue, TrendyThreads partnered with a digital agency that suggested a four-stage approach: Listening, Publishing, Engagement, and Advertising. The agency also recommended interactive content, behind-the-scenes videos, collaborations with influencers, and paid ad campaigns targeting specific demographics.

Discussion Questions:

1. Identify and discuss three major reasons for the declining engagement of TrendyThreads' social media content. **(5 marks)**
2. Recommend a structured social media strategy using the four-stage approach (Listening, Publishing, Engagement, Advertising) to improve brand performance. **(5 marks)**
3. Explain the role of paid advertisements and organic content in TrendyThreads' revival strategy. Provide suitable examples from platforms like Instagram or Facebook. **(5 marks)**

| 20. | a. | **"SmartReach Campaign – Learning from a Failed SMS Push"**

Background:

SmartReach, an edtech platform, launched an SMS campaign targeting young professionals to promote its new certification course in digital analytics. The SMS included a short link to the course page and a 10% discount offer. Despite sending over 10,000 messages, the click-through rate was only 0.3%, and conversions were almost negligible.

Post-campaign analysis revealed multiple issues:

• The landing page wasn't optimized for mobile devices.
• The SMS text looked generic and promotional.
• Many recipients marked it as spam or ignored it.
• The timing was poor – messages were sent during working hours.

Discussion Questions:

1. Analyze the primary challenges in SmartReach's SMS campaign and explain how these issues led to campaign failure. **(5 marks)** | 15 Marks | L4 | CO4 |

		2. Propose a better mobile marketing approach using effective mobile site design and app integration to reach the target audience. **(5 marks)** 3. How could SmartReach implement email marketing techniques (like segmentation and personalized content) to improve future outreach campaigns? **(5 marks)**			