



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.																			
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## Make- Up Examinations – December 2025

Date: 26-12-2025

Time: 09:30am – 12:30pm

<b>School:</b> SOM-PG	<b>Program:</b> MBA		
<b>Course Code:</b> MBA2019	<b>Course Name:</b> Digital Marketing		
<b>Semester:</b> MK	<b>Max Marks:</b> 100	<b>Weightage:</b> 50%	

CO - Levels	C01	C02	C03	C04	C05
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=30Marks

1.	Define Digital Marketing.	3 Marks	L2	C01
2.	What is SERP?	3 Marks	L2	C01
3.	State the role of web crawlers in search engines.	3 Marks	L2	C02
4.	What is keyword research?	3 Marks	L2	C02
5.	Define Pay Per Click (PPC).	3 Marks	L2	C01
6.	Differentiate between SEO and SEM.	3 Marks	L2	C01
7.	Mention any two social media channels used for marketing.	3 Marks	L2	C01
8.	What is remarketing in digital advertising?	3 Marks	L2	C02
9.	Define email marketing.	3 Marks	L2	C02
10.	State any one advantage of mobile marketing.	3 Marks	L2	C02

## Part B

**Answer ALL the Questions.**

**4Q X 10M = 40Marks**

<b>11.</b>	<b>a.</b>	Explain how search engines work and discuss the importance of SEO in digital marketing.	<b>10 Marks</b>	<b>L3</b>	<b>CO1</b>
<b>Or</b>					
<b>12.</b>	<b>a.</b>	Apply on-page and off-page SEO techniques for improving website ranking.	<b>10 Marks</b>	<b>L4</b>	<b>CO1</b>
<b>Or</b>					
<b>13.</b>	<b>a.</b>	Analyze the role of Google Ads in Search Engine Marketing.	<b>10 Marks</b>	<b>L4</b>	<b>CO2</b>
<b>Or</b>					
<b>14.</b>	<b>a.</b>	Evaluate the importance of Digital Display Advertising in online brand promotion.	<b>10 Marks</b>	<b>L4</b>	<b>CO2</b>
<b>Or</b>					
<b>15.</b>	<b>a.</b>	Analyze the role of social media analytics in campaign effectiveness.	<b>10 Marks</b>	<b>L4</b>	<b>CO3</b>
<b>Or</b>					
<b>16.</b>	<b>a.</b>	Describe the process of email marketing and its role in customer retention.	<b>10 Marks</b>	<b>L4</b>	<b>CO3</b>
<b>Or</b>					
<b>17.</b>	<b>a.</b>	Analyze the opportunities and challenges of mobile marketing.	<b>10 Marks</b>	<b>L4</b>	<b>CO4</b>
<b>Or</b>					
<b>18.</b>	<b>a.</b>	Discuss different social media platforms and their marketing applications.	<b>10 Marks</b>	<b>L3</b>	<b>CO4</b>

## Part C

**Answer ALL the Questions. Each question carries 15 marks**

**2Q x 15M=30Marks**

<b>19.</b>	<b>a.</b>	<p><b>Case Study: “Lead Generation Challenge of a Digital-First Startup”</b></p> <p>Background: GrowFit, a Bengaluru-based health &amp; wellness startup, offers personalized online fitness coaching and nutrition plans through a mobile app and website. Founded by two young entrepreneurs in 2024, GrowFit targets urban working professionals aged 23–40 who struggle to maintain fitness due to busy schedules.</p> <p>Despite having a well-designed website and a feature-rich app, GrowFit faces a major challenge — low lead generation. Website traffic is reasonable due to social media presence and word-of-mouth, but very few visitors sign up for free trials or consultations. Most users leave the website without sharing their contact details.</p> <p>The Digital Marketing Situation</p>	<b>15 Marks</b>	<b>L4</b>	<b>CO3</b>
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	<p>GrowFit has a limited marketing budget and cannot rely on traditional advertising. The founders decide to focus entirely on digital channels to generate qualified leads. Their current digital activities include:</p> <ul style="list-style-type: none"> <li>• <b>Social Media Marketing:</b> Instagram Reels showcasing transformation stories and workout snippets. Engagement is decent, but click-through to the website is inconsistent.</li> <li>• <b>Landing Pages:</b> A single landing page offering a <i>7-day free fitness trial</i>. However, the page has a high bounce rate, and many users abandon the form halfway.</li> </ul> <p><b>Key Challenges</b></p> <ol style="list-style-type: none"> <li>1. Attracting high-intent users instead of casual browsers</li> <li>2. Reducing cost per lead (CPL) from paid campaigns</li> <li>3. Converting website visitors into qualified leads</li> <li>4. Building trust and motivation in a crowded digital fitness market</li> </ol> <p>The founders now seek a structured digital lead generation strategy using SEM, landing page optimization, and content-driven engagement.</p> <p><b>Questions</b></p> <ol style="list-style-type: none"> <li>1. Identify and analyze the key digital lead generation problems faced by GrowFit. How do issues related to targeting, landing pages, and messaging affect lead conversion?</li> <li>2. As a digital marketing consultant, propose an integrated lead generation strategy combining landing pages, and social media content to improve lead nurturing and conversion for GrowFit.</li> </ol>			
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20.	<p><b>a. Case Study: Building Digital Engagement in a Competitive Market: The Case of BrewBites Café</b></p> <p>Background: BrewBites Café is a mid-sized café chain operating in Bengaluru with outlets in Indiranagar, Whitefield, and Yelahanka. Known for its artisanal coffee, fusion snacks, and relaxed ambience, BrewBites initially relied on walk-in customers and word-of-mouth publicity.</p> <p>However, over the last two years, competition intensified due to the rapid growth of branded cafés, food delivery apps, and digitally savvy consumers. BrewBites observed that while footfalls were stable, repeat visits, online engagement, and brand recall were declining, especially among millennials and Gen Z customers.</p> <p><b>The Digital Challenge</b></p> <p>A customer survey revealed key insights:</p> <ul style="list-style-type: none"> <li>• Customers discovered cafés mainly through Instagram, Google Reviews, and food delivery apps</li> </ul>	15 Marks	L4	CO4
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- Many customers followed BrewBites on social media but rarely interacted with posts
- Mobile users preferred quick offers, loyalty rewards, and personalized communication

BrewBites realized that merely having a digital presence was not enough. The brand needed to actively engage customers across digital platforms and create a consistent, interactive brand experience.

#### Digital Engagement Initiatives

To improve customer engagement, BrewBites introduced the following strategies:

1. Social Media Marketing
  - Instagram Reels showcasing behind-the-scenes coffee brewing
  - User-generated content campaigns like *#MyBrewMoment*
  - Polls, stories, and contests to increase interaction
2. Mobile & App-Based Engagement
  - WhatsApp Business for order updates and offers
  - QR-code-based loyalty program
  - Push notifications for happy-hour deals
3. Customer Feedback & Social Listening
  - Monitoring Google Reviews and Instagram comments
  - Quick responses to complaints and appreciation posts

Within six months, BrewBites saw higher engagement rates on Instagram, improved email open rates, and increased repeat visits, indicating that digital engagement had started translating into real customer loyalty.

#### Questions

1. Analyze the key digital engagement challenges faced by BrewBites Café. Why was having a digital presence alone insufficient for customer engagement?
2. As a digital marketing manager, design one additional digital engagement strategy that BrewBites could implement to further strengthen customer loyalty and brand advocacy.