USN : _____

DIGITAL MARKETING

Max. Marks :100

Time: 3 hrs.

PART A

	L	CO	PO	M
Instructions: 1. Answer any five of the following from Q.1 to Q.7				
1. Explain what do you mean by heading elements?	[4]	[2]	[3]	[3]
2. Outline the importance of Page Rank in digital marketing	[4]	[3]	[3]	[3]
3. Explain What do you mean by Impressions in Digital Marketing?	[4]	[1]	[2, 3]	[3]
4. Explain what is crawling in digital marketing	[4]	[3]	[5]	[3]
5. What do you mean by lead generation?	[4]	[3]	[5]	[3]
6. Illustrate the uses of meta tags.	[4]	[3]	[4]	[3]
7. Explain the uses of display campaigns for mobile?	[4]	[1]	[4]	[3]

PART B

	L	CO	PO	M
Instructions: 1. Answer any five of the following from Q.8 to Q.14				
8. Describe the procedure for setting up Facebook Ads in the Facebook Business Ads Manager	[4]	[2]	[3]	[7]
9. Distinguish between PPC, CPC and CPM	[4]	[3]	[3]	[7]
10. Elaborate the difference between SEO and SEM	[4]	[1]	[4]	[7]
11. Illustrate the distinction between Banner Ads, Photo Ads and Carousel Ads	[4]	[1]	[4]	[7]
12. Demonstrate the Gmail SMTP & POP3 Configurations for email marketing	[5]	[2]	[2]	[7]
13. Analyze and Explain the Campaign Level Settings & Account level settings in Google Ads	[4]	[3]	[4]	[7]
14. Explain essential points to keep in mind while choosing a Domain Name	[3]	[2]	[4, 5]	[7]

PART C

	L	CO	PO	M
Instructions: 1. Answer any THREE full Questions				
15. Elaborate on the steps of installing the WordPress package using XAMPP	[4]	[2, 3]	[3]	[10]
16. Explain the dos and don'ts of website design	[4]	[3]	[4]	[10]
17. Explain various ways to measure the conversations	[4]	[3]	[3]	[10]
18. Explain how google analytics can help Digital Marketers	[4]	[3]	[5]	[10]

PART D

Instructions: 1. Part D Case Study is Compulsory

19a. Experiment: How Samsung Electronics unlocks conversions at scale with Performance Max

What we set out to test

Can brands unify and automate multiple channels effectively to achieve their marketing objectives?

The background

Samsung specializes in the production of a wide variety of consumer and industry electronic goods and services. Its electronics business, Samsung Electronics, is a global industry leader that constantly strives toward continuous growth and innovation.

With the competitive year-end shopping season in mind, Samsung Electronics wanted to scale up its special sales promotion efforts for the Galaxy Campus Store, its online shopping mall dedicated to mobile and IT products for college and graduate students. Thus far, Samsung Electronics had been relying on Display and Discovery ads, paired with Maximize conversions bidding, to boost the Campus Store's marketing performance.

Despite the success of its previous strategies, Samsung Electronics remained open to new solutions, keeping in mind that the retail landscape has changed dramatically since the onset of the pandemic. Compared to pre-COVID times, 70% of consumers today shop more online, and are constantly using new ways to discover, research, and purchase across multiple channels.1 Recognizing the need to reach people wherever they are in their multichannel consumer journey, Samsung Electronics began looking for effective and efficient ways to be more discoverable across multiple channels.

In particular, Samsung Electronics was eager to test out a multichannel marketing strategy that could deliver tangible results within a short time period. It soon learned about Performance Max, a goal-based campaign type that uses machine learning to unify, simplify, and automate advertisers' cross-channel strategies. Samsung Electronics then set up an experiment to test if Performance Max could complement its pre-existing Display and Discovery ads to find new audiences, drive efficiency, and boost conversions.

How we set the experiment up

Samsung Electronics analyzed the effectiveness of Performance Max by comparing the performance of these campaigns, which ran in parallel:

Control group: Display + Discovery ads

Test group: Display + Discovery ads + Performance Max

Performance Max campaigns perform better with a two-week "ramp up" period to generate more insights. To accommodate this, the experiment ran in Korea over a period of five weeks.

All campaigns were optimized towards the same conversion actions (a page view or purchase made on the Samsung Electronics website), and adhered to all creative, audience targeting, and measurement best practices.

Solutions we used

Display ads

Discovery campaigns

Performance Max

What we learned

Performance Max campaigns use automation to enable brands to access a wide variety of inventory across channels. This can help to maximize budgets with the goal of reaching new customers in line with distinct marketing objectives.

For Samsung Electronics, adding Performance Max campaigns on top of its existing Display and Discovery ads unlocked:

1. 2.5x Conversions
2. -60% cost per conversion
3. 2x click-through rate

Following the test campaign's successful ramp-up, Samsung Electronics is now able to expand its use of Performance Max, even for shorter campaigns. The brand plans to continue adopting Performance Max as a core strategy, and further scaling it across its campaigns.

The experiment also sparked Samsung Electronics' interest in marketing automation, spurring the brand to explore more goal-focused, action-oriented solutions to improve its marketing performance. In the first quarter of 2022, Samsung Electronics also began implementing Video action campaigns.

19a. Analyze and Explain the strategies that can be adopted to increase response

[4] [2] [3] [5]

19b. Based on the Case text given in question 19a Explain the results of the campaign

[4] [3] [3] [5]

19c. Based on the Case text given in question 19aAnalyze and Explain what did Samsung do to mark its digital presence in the above case

[4] [3] [3] [5]

19d. Based on the Case text given in question 19aExplain what kind of analytics are used by Samsung to analyze the digital marketing impact

[3] [5]

DIGITAL MARKETING

Time: 3 hrs

Instructions :1. Answer the following Questions

Max.Marks :100

PART A

Instructions : 1. Answer any Five Questions.

	L	CO	PO	M
1. Define local hosting.	[2]	[1]	[1]	[3]
2. What do you mean by USP?	[2]	[1]	[2]	[3]
3. Define meta tags.	[2]	[1]	[3]	[3]
4. What is PPC?	[2]	[1]	[1]	[3]
5. What do you mean by content calendar?	[2]	[2]	[5]	[3]
6. What do you mean by display advertisement?	[2]	[3]	[2]	[3]
7. What do you mean by web analytics?	[2]	[3]	[2]	[3]

PART B

Instructions : 1. Answer any Five Questions.

	L	CO	PO	M
8. Elaborate benefits of online strategy.	[3]	[1]	[4]	[7]
9. Comment on organization's effort in understanding online consumer behavior.	[4]	[1]	[5]	[7]
10. Write a note on paid search.	[4]	[1]	[5]	[7]
11. Explain characteristics of good keyword.	[3]	[1]	[5]	[7]
12. Explain the power of local listings.	[3]	[2]	[5]	[7]
13. Discuss how do you measure a video performance.	[3]	[3]	[4]	[7]
14. Explain PDCA model.	[4]	[3]	[5]	[7]

PART C

Instructions : 1. Answer Any Three Questions.

	L	CO	PO	M
15. Describe see do think and care model.	[5]	[1]	[6]	[10]
16. Explain how search engine works.	[5]	[1]	[7]	[10]
17. . Describe display campaign for mobile.	[5]	[2]	[7]	[10]
18. Create a plan for customer service globally.	[6]	[3]	[7]	[10]

PART D

Instructions : 1. Answer Any Two Questions.

19. Digital marketing case 2 In real estate, it is a rather long-drawn process, given the size of the ticket value and seriousness of the intent of purchase. The ability to generate and nurture leads, and to give them sufficient factors (rational/emotional) for decision-making to arrive at a sale closure situation, takes a slightly longer period of time. Like in any other category, the role begins by identifying specific target segment or audiences, understanding their requirement, understanding the existing offerings in the market

and creating propositions. So, market, segment and product research is a big one for us. It is also critical to have an extremely strong go to market strategy. One attempt will be to consciously try and build trust and ensure that everybody in the real estate industry isn't painted with the common broad brush. Second, it is the constant engagement cycle with the Target group, not only about individual projects, but also telling the brand story, about communities and other options (lifestyle, leisure, club) that we have provided in each project. All other developers speak of only one project when they do so from time to time. Given the investments that go into product development, it is very important to ensure proper understanding of customers and their requirements - before commencing the investment journey. It is also important to understand key drivers for investors, as well as channel partners, who will help us to sell the product, once completed. Lead generation and nurturance is of critical importance – the latter even more so given the extended consumer journey to purchase. Also, being one of the most considered purchases, marketing needs to play a fundamentally stronger role in product discovery, besides convincing the consumer with arguments, both rational and otherwise. Actual product experience and engagement-led marketing interventions also play a key role. They help consumers to verify a marketer's claims, build conviction and make informed decisions. Unlike most other categories, we see very limited innovation in the area. Whatever advertising has happened in the real estate sector has been from a very standard and templatised mindset. Print and outdoor advertising provide the lowest cost per reach amongst all media and come in handy for building awareness about a new project. Digital is also used, but in performance marketing and lead generation. It has to be complemented with nurturance. What is missing is content marketing and storytelling about other pegs on social and digital. The former has been better leveraged, with there being enough opportunity for the latter to contribute towards engaged and informed decision-making. We have great engagement on our social media pages from residents and community members. The objective is to create more such community groups and anchors, which go beyond the conventional lead generation-performance marketing approach. We'll have story pegs beyond buildings. The challenge is to demonstrate marketing effectiveness - the impact of marketing on demand generation and business. Not just impact of communication and engagement, but also the role research plays in getting the product design and proposition right. But, given the stakes involved and average ticket value of the product, both - the ability to convince and create consumer demand and the ability to demonstrate impact of adopted marketing mix in doing that - are challenges that are often more severe than (the same) in some other industries.

19. How lead generation done in the real estate is sector?   [5] [3] [3] [10]

20. Explain content strategy used in the case study.   [5] [3] [6] [10]

21. Explain metrics suggested in the case.   [5] [3] [4] [10]

22. Create a digital marketing plan for the real estate company.   [6] [3] [6] [10]