

**Subject: Digital Marketing**  
**Course: BCP & BA**  
**Semester: I**

## **ASSIGNMENT**

Question 1 is compulsory | Attempt any five questions in total

Instructions:

1. Pick an Indian digital campaign of your choice and analyse it on the following parameters (also attach the same):
  - Discuss the campaign's objectives
  - Define the target audience of the campaign
  - Overview of the campaign's creative approach
  - How did the campaign benefit the brand
  - What would you have done differently and why?
2. What is email marketing? Explain the details the various types of emails in email marketing.
3. Analyse Zomato's digital marketing channels and discuss in detail five content marketing strategies used by the brand in detail.
4. Explain the Ozone O3 concept in detail with examples.
5. Discuss the journey of any Indian brand from traditional to digital presence in detail.
6. Write a detailed note on Mobile marketing. Give examples.

**Fill in the blanks:**

- Unpaid search is nothing but \_\_\_\_\_
- Program used by search engines to collect data from the website is called as \_\_\_\_\_
- Manipulating Google's algorithm to improve website rankings is \_\_\_\_\_ SEO.

**State true or false:**

- Digital Marketing requires physical market.

Ans:

- Digital marketing is carried out with the help of a website.

Ans:

- SERPs full form is search engine result pages.

Ans:

- In Digital marketing SEO means Special Executive Operation

Ans:

- The paid advertisement on Google can be identified with 'paid' keyword.

Ans:

**MCQs:**

1. SEO which relies on manipulating Google's algorithm to improve rankings.

Red Hat

White Hat

Green Hat

Black Hat

2. To analyze the traffic coming to the Website ..... tool is used.

- SEO optimizer
- Google analytics
- Go daddy
- Amazon

3. .... and ..... techniques and strategies used to get higher search rankings on search engine. a) White Hat b) Red Hat c) Black Hat d) Green Hat e) Blue Hat

4. Valid two types of keywords are .....and ..... a) long tail b) short tail c) small tail d) big tail e) lengthy tail

5. When looking to advertise a new business online, what is one of the major benefits of display ads?

- They are seen by everyone
- They have higher click-through rate
- They can come in many different formats
- They don't cost too much to set up

6. You notice that when people see images of your products online, you have an increase in conversions or sales. Which customer touchpoint could you use to take advantage of this insight?

- Shopping bags
- Blog content
- YouTube
- Social media

7. What's the first step in the search engine optimisation process for your website?

- Off-site optimisation
- Keyword research
- Writing fresh content
- Setting an ad budget

8. When using a search engine, what is the name of a word or phrase somebody types to find something online?

- Search phrase
- Search term
- Search query
- Search word

9. When advertising using Search Engine Marketing (SEM), you only pay...

- when your ad appears within the search results
- when a conversion happens on your website
- when your ad is clicked by someone
- when someone stays on your website for more than 2 minutes

10. When it comes to email marketing, what do we mean by the term A/B testing?

- A/B testing means you can split your contacts alphabetically
- BA/B testing means you send the same email twice to the same people
- A/B testing means splitting your audience and sending each of them a different variation of your email
- A/B testing means it is spell-checked and proofed, prior to hitting send

11. Which of the following is a benefit of display advertising over search advertising?

- Display advertising is cheaper than search advertising
- Appearing on relevant websites offering advertising space
- Ads can appear at the top of search engine results pages
- Display ads are more likely to be clicked on

12. When planning your display advertising, what does the word 'placement' mean?

- The exact location of your ad on a particular page of a website
- The size and position of your ad
- The exact location of your ad on search engine results pages
- The position of text within your ad

13. How can you attract social media users to share your video content online?

- Tag them in posts

- Use hashtags
- Make them funny
- Use subtitles

14. When building your online product store, to make it as effective as possible you should look to optimise the performance by using images in what kind of way?

- Use images direct from the internet to ensure accurate file size
- Use images direct from the original manufacturer
- Ensure images are of a high quality
- Use detailed descriptions instead of images to help search engines



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### **PROJECT WORK**

1. Imagine you are working for the Income Tax department, Ministry of Finance, Government of India. You have been allocated the task of raising awareness among the citizens of the nation about the need for paying taxes on time. Design an Instagram and LinkedIn post for the same (Image+content).
2. Suppose you are a start-up providing grooming services for dogs and cats in Delhi-NCR. Prepare a content marketing plan for the business.
3. Create a digital marketing plan for a local eatery selling tandoori momos:
  - a) Define target audience of the eatery
  - b) Discuss any 3 features of the brand's website
  - c) Describe the brand's USP in detail
  - d) Discuss any 3 push notifications sent by the brand to their TG
4. Pick any Indian website of your choice. Describe briefly what the business does.  
Explain in detail 5 good things in the website and 5 things that can be improved or are not up to the mark.

5. Myntra wants to send an email to its existing customers to collect customer feedback on how they can improve their services. Share an email which the brand who send out. Mention the sender email address, subject line, time, day, and the email body.

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