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| **Trim: Jan - Mar 2025**  **Maximum Marks: 50 Examination: ETE Exam Date: 04.04.25 Duration: 3 hours** | | |
| **Programme code: 01**  **Programme: MBA Minor Marketing 2023 - 25** | **Class:** SY | **Trimester: Trim VI** |
| **College: K. J. Somaiya Institute of Management** | **Name of the department/Section/Center:** | |
| **Course Code: 217P01M638** | **Name of the Course: Digital & Social Media Marketing** | |
| **Instructions:** Question 1, 2 & 3 are compulsory. Thereafter, attempt any 1 question from question 4 to question 5 | | |

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| **Question No.** |  | **Max.**  **Marks** |
| Q1 | ***Compulsory Question***  **Study the situation given below and answer the situation-based questions:**  The legacy hospitality brand – Taj Group Hotel Company - in India is losing sheen and market share to global hotel majors, boutique properties/resorts promising experiential stays and new age competition from platforms like Airbnb.  Exploratory research reveals loss of share is due to changing consumer preferences and declining relevance for the brand among millennial guests.  Use the POEM framework to elaborate on the digital marketing strategy for the legacy hospitality brand to drive higher relevance and engagement with its new target audience, the millennials, who currently have the majority spending power. | 10 |
| Q2 | ***Compulsory Question***  A startup D2C brand selling exclusive handcrafted jewellery has developed its website, showcasing the diverse product range. The products are good and backed by strong user testimonials (from the recently concluded test market in Mumbai). The website is thoughtfully designed, attractive and user friendly. However, the brand is struggling to attract enough website traffic and generate sales   1. How can the brand improve its online visibility, attract targeted traffic and increase conversions through SEO and paid search campaigns? 2. The SEO campaign for the brand must include the following elements. Elaborate with examples – 3. 3 Whitehat SEO practices that brand should adopt 4. 3 Blackhat SEO practices that brand should avoid 5. 3 SEO practices to improve website quality 6. For paid search campaign, what are the key metrics/KPIs that the brand should monitor on the Google analytics dashboard | 15 |
| Q3 | ***Compulsory Question***  Write short notes on **any 3** of the following:  i) What are weblogs and what are the 3 situations in which they misrepresent unique visitor data   1. A sportswear brand is doing keyword planning for its search campaign. Suggest a list of 10 keywords, combining both short tail and long tail keywords and what criteria would you use for their selection 2. Explain Behavioural targeting, Remarketing and Lookalike targeting with examples 3. RiteBite is a protein bar meant for fitness enthusiasts and healthy snackers. How will this brand create its Custom Audience for Facebook 4. Denim Brand Helios is keen on mobile advertising. Give 3 ways in which the brand can leverage on-device mobile advertising | 15 |
| Q4 | Explain the following KPIs and what are the implications of these KPI’s for an online store business.  Also comment on which stage of the customer funnel are these KPIs linked with:  a. Average Order Value  b. Page Depth  c. Impressions  d. Customer Lifetime value | 10 |
| Q5 | A luxury automobile brand is launching a new electric vehicle (EV) and wants to position it as a symbol of status and environmental responsibility. The brand also wants to improve its social media presence and user engagement scores.  You are working in a digital marketing agency.  What social media strategies will you adopt:  1. increase the brand’s fans on social media handles by over 100%  2. organic content strategies to improve the overall engagement rate on social media  3. List the various KPIs that you will use to measure improvement in engagement performance | 10 |