

**B A, BSC, BCOM DEGREE END SEMESTER EXAMINATION – MARCH 2026****UGP (HONS.) SEMESTER – 4: – DISCIPLINE SPECIFIC COURSE****COURSE CODE - 24UBBADSC202: DIGITAL MARKETING***(For Regular 2024 Admission)*

Time: 2 Hours

Max. Marks: 70

**PART A*****Answer all 5 questions***

1. Define Digital Marketing and state two of its key benefits. (CO1 {R})
2. What are "long-tail keywords" in Search Engine Optimization? (CO4 {U})
3. Define the concept of a Buyer Persona. (CO1 {U})
4. What is meant by 'Bounce Rate' in digital analytics? (CO5 {R})
5. State the 80/20 rule in Social Media Content Marketing. (CO3 {U})

**(2 x 5 = 10)****PART B*****Answer any 5 out of 7 questions***

6. Explain the different stages of the digital customer journey with appropriate examples. (CO1 {An})
7. Differentiate between On-page and Off-page SEO techniques. (CO4 {U})
8. Discuss the unique characteristics and target audiences of LinkedIn versus Instagram. (CO2 {An})
9. Explain the steps involved in building a targeted email subscriber list. (CO3 {Ap})
10. Evaluate the importance of mobile website optimization in the current digital landscape. (CO2 {Ev})

11. How do you measure the effectiveness of a social media marketing campaign? (CO4 {An})
12. Explain the concept of SMART goals in building a digital marketing strategy. (CO2 {An})
- (5 x 5 = 25)**

### **PART C**

#### ***Answer 1 out of 2 questions***

13. Elaborate on the process of integrating SEO and SEM. How can data insights from paid search improve organic search performance? (CO5 {Ap})

### **OR**

14. Develop a comprehensive Social Media Strategy for a newly opening college cafe, detailing platform selection, content pillars, and a sample content calendar. (CO3 {C})
- (1 x 10 = 10)**

### **PART D**

#### ***Answer the following (Case Study)***

15. **Case Study: Reviving "The Oven Bake"**

For over two decades, "The Oven Bake" has been a beloved, family-owned bakery in the heart of the city, famous for its traditional plum cakes, fresh bread, and warm snacks. However, over the last three years, the founders, Mr. and Mrs. Thomas, have noticed a sharp and worrying decline in sales. While their older, loyal customers still visit the physical store, the highly profitable segment of custom birthday and wedding cakes has completely dried up.

They recently realized the core issue: consumer behavior has shifted. Younger customers (Gen-Z and Millennials) no longer walk into a bakery to flip through a physical photo album of cake designs. Instead, they discover aesthetic, trendy cakes on Instagram, read reviews on Google, and prefer the convenience of ordering delivery via platforms like Swiggy and Zomato.

Currently, "The Oven Bake" operates completely offline. They have no website, an abandoned Facebook page from 2015, and they do not appear on Google Maps when someone searches for a bakery nearby. Realizing they must adapt to survive, the owners have hired you as their Digital Marketing Consultant. They have a very tight budget but a clear goal: They want to establish a strong digital presence, start accepting local online orders, and win back the younger demographic for high-value custom cakes.

**Based on the above case, answer the following (5 Marks each):**

- a) Map out the new digital customer journey for "The Oven Bake." Identify at least three key digital touchpoints you would establish to capture the attention of a customer looking for a birthday cake.
- b) Formulate a step-by-step Local SEO strategy to ensure the bakery ranks on the first page when people in the city search for keywords like "custom cakes near me" or "best wedding cakes."
- c) Design a social media content marketing strategy tailored for Instagram. Detail the 'Content Pillars' you would use to visually showcase their products and build an engaged, local community.
- d) As a consultant, you need to prove your worth. Identify the specific digital analytics metrics (KPIs) you would track across their website and social media to prove to the owners that your efforts are generating actual leads and sales.
- e) Write a brief Executive Summary pitching your overall digital strategy to Mr. and Mrs. Thomas. Summarize how your plan will successfully bridge the gap between their 20-year traditional offline legacy and the modern digital market.

(CO5 {An, Ev, C})

**(5 x 5 = 25)**