

**MBA-I / SEM-II / MARKETING MANAGEMENT (2021-22)**

**COMPREHENSIVE CONCURRENT EVALUATION**

**Faculty Name: Prof. Shamli Joshi**

**Subject: Digital Marketing**

**Subject Code: 220**

Sr. No.	Component	Marks	Date of Exam/Submission
1	Written Home Assignment	50	10 <sup>th</sup> June 2022
2	Presentation / Poster	50	10 <sup>th</sup> June 2022

**Written Home Assignment**

**Instructions:**

1. Assignment should be hand written and in your own words; copied assignments from peers or other open sources will not be considered for assessment.
2. The content should cover all the points & justify the marks for assessment.
3. Incomplete assignments will not be accepted.
4. Student name, specialization, assignment questions must be clearly mentioned.

**Q.1** Why is competitive analysis critical to online success?

Discuss 3 brands of different categories who launched digital campaigns better than their competitors.

**Q.2** Write short notes on –

- a) SEO
- b) YouTube Marketing

**Q.3** Describe 5 types of websites. Explain which type will be suitable for below mentioned business's, with relevant justification.

- a) Garden Equipment Seller
- b) Coaching classes
- c) Custom Cake makers

**Q.4** What are the main elements of a great lead generation system?

**Q.5** How e-marketers use market segmentation to reach online customers? Explain with your own example

**Q.6** Analyse the use of YouTube as a platform for Edutech ventures

**Q.7** Design a one month social media calendar for a grocery startup. Explain which platform will be most useful.

**Presentation / Poster**

**Instructions:**

1. Minimum 6 posters for each business category.
  2. Copied work will not be considered for submission.
  3. Use of newspaper cut-outs, image printouts etc are acceptable
  4. Student name, specialization, assignment questions must be clearly mentioned.
  5. Email – [shamlijoshi@dimr.edu.in](mailto:shamlijoshi@dimr.edu.in)
  6. Sub of email: DM<student full name> <Regular/Working batch>
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- A) Create posters & Present - Digital media campaign using appropriate mix of Facebook, Google Ad words, YouTube and Email for below mentioned category of product / service (any 2)
- a) School
  - b) Real-estate Developer
  - c) Restaurant
  - d) Custom gifting company for kids
  - e) Event Planners / Event Management Firm
  - f) Footwear

**OR**

B) Choose a product / service of your choice. Create -

1 Facebook page

Content for email marketing (Minimum 100 words)

Create a (video) advertisement for YouTube (15 seconds)