

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2014-16)
Sixth Semester (Marketing) Examination April 2016

Subject	Digital Marketing and Analytics		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	3	Date	22.04.2016

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

Sachin and Mohit are two enterprising youth. They have passed out from IIM, Bangalore. They thought instead of doing a job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of organic vegetables. Organic vegetables are known to be the best alternative for vegetarians.

As a digital marketer for Sachin and Mohit,

1. Analyze the market online and mention key opportunity areas.

Attempt Any FOUR from the Remaining SIX Questions, 10 Marks each

2. Suggest a clear set of online marketing objectives.
3. Amongst all online channels available, which channels would you focus on and why?
4. Suggest a list of 30 keywords for their SEO. Please use the Adwords keyword planner tool.
5. Log on to the facebook ad manager page and create a detailed targeting profile for the client.
6. Suggest a digital marketing innovation for the client.
7. With respect to off-page SEO, how would you help the company build content and populate it?