


Name:			
Enrolment No:			
UPES End Semester Examination, May 2024			
Course: Digital Marketing Program: BCA Course Code: CSBC2029		Semester: IV Time : 03 hrs. Max. Marks: 100	
Instructions:			
SECTION A (5Qx4M=20Marks)			
S. No.		Marks	CO
Q 1	How the Ecommerce companies employ the discounting strategy in its marketing?	4	CO1
Q 2	Write a short note on the importance of CTA tab in a digital ad.	4	CO1
Q 3	Write a short note on – Minimum Order guarantee to leverage Free Delivery concept as marketing.	4	CO1
Q 4	Write a short note on Ethical framework for Digital Marketing,	4	CO2
Q 5	Write a short note on the role of digital marketing in Customer Relationship Management?	4	CO2
SECTION B (4Qx10M= 40 Marks)			
Q 6	List all 7 principles of creative strategy and define them.	10	CO2
Q 7	If POD and POP are opposite of each other then why it is necessary to use them in a creative good ad?	10	CO3
Q 8	Elaborate the composition of a good ad. Explain the role of USP in it.	10	CO3
Q 9	Describe the 4 quadrants of BCG matrix. Discuss them in detail. Or On the basis of the ad – “Facebook – Pooja milk Centre”, Discuss its marketing strategies.	10	CO3
SECTION-C (2Qx20M=40 Marks)			
Q 10	On the basis of Rolls Royce ad which was showed and discussed in class, Analyze the ad on the basis of	20	CO4

	<ol style="list-style-type: none"> 1. Push vs Pull products 2. Types of appeal used in ad 3. Creative Strategy Principles 4. Maslow's Need, want and Desire strategy 		
Q 11	<p>Explain with the help of example the difference between “product as a hero” and “user as a Hero” appeals in ads.</p> <p style="text-align: center;">OR</p> <p>Discuss Personalized marketing in detail. Though personalized is always expensive, how it ends up less expensive in overall concept of Marketing.</p>	20	CO4