

[Time: 03.00 Hrs]

[Marks:75]

Please check whether you have got the right question paper.

N.B:

1. Q.1 is compulsory and carries 20 Marks.
2. Q. 8 is compulsory and carries 15 Marks.
3. Attempt any four questions from Q.2, Q.3, Q.4, Q.5, Q6 and Q7. Each of these questions carry 10 Marks.
4. Figures to the right indicate full marks.

Q.1 (A) Read the case study carefully and answer the following questions:

(10)

Case Study:

"Fresh Basket" is a mid-sized grocery chain in Mumbai, specializing in organic and locally sourced products. The brand has established a loyal customer base offline but faces growing competition from e-commerce platforms like BigBasket, Amazon Fresh, and Swiggy InstaMart.

To stay competitive, Fresh Basket launched a digital transformation initiative to integrate its physical and digital operations. The company developed a website and a mobile app for online ordering and introduced same-day delivery services in select areas. Despite these efforts, its digital growth remained stagnant.

Key Pain Points:

1. **Low App Downloads:** Only 15,000 downloads within six months of launch.
2. **High Customer Acquisition Cost (CAC):** ₹1,000 per customer.
3. **Low Retention Rates:** Only 25% of customers returned for a second purchase online.

Fresh Basket's marketing team analyzed the data and decided to revamp their digital marketing strategy. They focused on:

1. **SEO and Content Marketing:** Optimizing the website and publishing blogs on healthy eating and recipes using Fresh Basket products.
2. **Social Media Campaigns:** Running targeted ad campaigns and engaging posts on Instagram and Facebook.
3. **Referral Programs:** Offering discounts and cashback for referring new customers.
4. **Local Partnerships:** Collaborating with fitness centers and yoga studios to promote organic products.

The team allocated a budget of ₹30 lakhs for this digital marketing overhaul over four months.

Key Objectives:

1. Achieve 50,000 app downloads within four months.
2. Reduce CAC to ₹600 per customer.
3. Improve retention rates to 50%.

Questions:

Q.1) How can Fresh Basket use blog content to drive traffic and improve SEO rankings? Suggest specific keywords that Fresh Basket should target to attract its audience.

Q.2) How can Fresh Basket use user-generated content (UGC) to build trust and engagement?

(B) State whether True or False:

(10)

1. Search engine optimization (SEO) focuses on improving paid ad performance on search engines.
2. Content marketing helps build brand awareness and authority over time.
3. Google Analytics can track user behavior on a website, such as page visits and time spent on pages.
4. Pay-per-click (PPC) advertising requires payment only when a user clicks on the ad.
5. Digital marketing does not require a clear target audience since online platforms have vast reach.
6. Email marketing has one of the highest returns on investment (ROI) among digital marketing channels.
7. Analytics tools cannot measure the effectiveness of digital marketing campaigns.
8. The cost per click (CPC) is the same as the cost per acquisition (CPA).
9. An e-commerce platform can utilize AI chatbots to improve user experience and drive conversions.
10. SEO and SEM are interchangeable terms and refer to the same digital marketing strategies.

- Q.2 Attempt any Two of the following: (10)**
- (a) How does digital marketing enhance customer interaction?
 - (b) Define the term Search Engine Optimization. Explain its need.
 - (c) Explain the recent trends in the field of digital marketing.
- Q.3 Attempt any Two of the following: (10)**
- (a) Explain the concept of contextual targeting in digital marketing.
 - (b) What is behavioral targeting? Explain the benefits attached to this type of targeting.
 - (c) What is Digital Marketing? State different types of digital media.
- Q.4 Attempt any Two of the following: (10)**
- (a) How to identify and set up keywords for an SEM campaign?
 - (b) State advantages and disadvantages of Mobile Marketing.
 - (c) Define Social Media Marketing. State and explain 5 pillars of social media marketing.
- Q.5 Attempt any Two of the following: (10)**
- (a) Explain the various types of video advertising.
 - (b) What are the five key elements of display marketing?
 - (c) Explain in detail, how to build an e-Commerce business.
- Q.6 Attempt any Two of the following: (10)**
- (a) Explain Pricing-Models with features.
 - (b) What is meant by e-Commerce? Mention its characteristics and types with examples.
 - (c) Write down the types and challenges involved in Email marketing?
- Q.7 Write Short note on any Two of the following: (10)**
- (a) Is email marketing still an effective Digital-Marketing-Tool? Explain with an example.
 - (b) Explain the Role of digital media in consumer decision making. Support your answer with the help of examples.
 - (c) Mention the significant causes for advertisers to concentrate their efforts on mobile ads.
- Q.8 Attempt any Three of the following: (15)**
- (a) Search Engine Optimization (SEO)
 - (b) Search Engine Marketing (SEM)
 - (c) Features of E-Commerce
 - (d) Content Strategy

