INDIRA UNIVERSITY, PUNE

SCHOOL OF BUSINESS- MBA

Term End Examination (2025 Pattern) April- May – 2026- Semester – II

Course Name: Digital Marketing **Max. Marks: 25**
Course Code: 25MBA224 **Time: 1:30 Hrs.**

Instructions

- **All questions are compulsory. Kindly read the detailed instructions for each question.**
- **Question 1,2 & 3 carry 5 marks each.**
- **Question 4 carries 10 marks**

Q1.	**Attempt any 1 out of 2 Questions: (5 Marks)**	CO3
a)	A Pune-based startup, "Eco Glow Naturals," plans to launch a range of organic skincare products through its own website and mobile app. The brand aims to target environmentally conscious urban consumers aged 20–40. The founders want to build strong digital visibility, ensure trust, and compete with established players in the Indian market. However, they face challenges such as low brand awareness, high competition, and limited marketing budget. They are also concerned about complying with India's evolving digital commerce and data privacy regulations. Applying digital vs. physical approaches suitable for brand and selecting suitable digital marketing channels develop a comprehensive digital marketing plan.	
b)	You have been hired as a digital marketing manager for a brand with low website traffic. You have access to tools like Google Analytics, SEO, and PPC. Identify and select the most suitable tools and construct a step-by-step strategy to improve traffic.	
Q2.	**Attempt any 1 out of 2 Questions: (5 Marks)**	CO4
a)	An online retailer observes differences in purchasing behavior between B2C and B2B customers. Analyze and compare both buying behaviors. Classify key differences based on motivation, decision-making, and purchase process.	
b)	Analyze the digital microenvironment of an e-commerce company and categorize its key elements (customers, competitors, intermediaries). Examine their relationships and influence on marketing decisions.	
Q.3	**Attempt any 1 out of 2 Questions: (5 Marks)**	CO5
a)	The company is planning to invest in AI-driven marketing and hyper-personalization. Evaluate the potential benefits and risks. Decide whether the investment is justified and defend your decision.	

b)	A fintech startup uses SEO, paid ads, and social media but struggles with differentiation and positioning in a competitive market. Evaluate the company's differentiation and positioning strategies. Compare alternative approaches and justify the most effective strategy for long-term competitive advantage	
Q.4	**Attempt the following caselet and answer the sub questions given:** An emerging ed-tech startup offering online certification courses is experiencing rapid growth in website traffic but struggles with low course enrollments and poor customer retention. The company relies heavily on Google Ads and social media campaigns for customer acquisition but lacks a well-defined content strategy and customer engagement plan. The startup operates in a highly competitive environment with established players offering similar courses at competitive prices. While the company has identified its target audience as students and working professionals, it has not clearly segmented customers based on behavior, preferences, or learning needs. The organization is considering adopting advanced Martech tools, including marketing automation, AI-based recommendation systems, and analytics platforms, to improve targeting and personalization. It is also exploring email marketing, affiliate marketing, and influencer collaborations to diversify its promotional strategy. From a macro perspective, increasing demand for online education, government support for digital learning, and technological advancements such as AI and virtual reality provide growth opportunities. However, issues such as customer trust, content quality perception, and high competition remain critical challenges. The company aims to position itself as a premium, personalized learning platform that delivers value through customized course recommendations and superior user experience. It also wants to build strong customer relationships through continuous engagement and loyalty programs. **Questions:** a) Create and develop a segmentation, targeting, and positioning (STP) strategy for the startup. Formulate a differentiated positioning statement and propose how digital channels can be combined to reach the target audience effectively. **(5 Marks)** b) Design and construct a multi-channel digital marketing campaign integrating SEM, email marketing, influencer marketing, and content marketing. **(5 Marks)**	CO6

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