



# AJEENKYA D Y PATIL UNIVERSITY

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## End Term Examinations (April 2019)

School: School of Management

Program: MBA (DM&EC)

Course: Introduction to Web Content Writing

Course Code: MAC 619

Semester: IV

Max Marks: 35

Duration (Mins): 90 Mins

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**Note:** Figures to the right indicates full marks.

Q 1. What is your favorite blog / YouTube channel and why? (5)

Q 2. What is Storytelling? What is the importance of Storytelling in digital marketing? (5)

**OR**

Develop a short story of your choice on any topic for kids in 500 words.

Q 3. What do you understand by Web Content Writing? What are different types of web content? How content marketing is performed effectively in attracting the target audience? (10)

Q 4. Read the case carefully and analyze the following caselet on digital marketing. (15)

**Scenario:-** You have been hired as the marketing manager of a newly created mid-sized Indian origin **Bags Company –named as “Banny Pack Me” Bags** which focuses on **Shoulder Bag, Satche, Sling Bag, Clutch, Wallets and Wristlet**. Your aim is to capture 5% market share in one year. You have a total advertising budget of 20 lacs INR. You have to divide the budget in traditional & digital media spends, justifying your actions.

**Instruction:-** As a digital marketer you are required to create an advertising budget division to justify your marketing decisions. Advertising medium can be Traditional Media Marketing, Digital Marketing or maybe both. You need to suggest the company which media to choose if yes how and with what objective.

**a) Traditional Media Marketing –Budget INR.....**

<b>Media</b>	<b>Yes/No</b>	<b>If yes how much?</b>	<b>If Yes Why (Objectives)?</b>
TV			
Print			
Magazines			
Radio			
Cinema			
Out of Home			

**b) Digital Marketing –Budget INR.....**

<b>Digital Media</b>	<b>Yes/No</b>	<b>If yes how much?</b>	<b>If Yes Why (Objectives)?</b>
Website/SEO			
PPC/Adwords			
Social Media Marketing			
Email Marketing			
Content Marketing			
Affiliate Marketing			
Mobile Marketing			

\*\*\*\*\* ALL THE BEST\*\*\*\*\*