

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA - SEMESTER– III EXAMINATION – WINTER 2019****Subject Code: 4539287****Date: 02-12-2019****Subject Name: Digital and Social Media Marketing****Time: 10:30 AM TO 1.30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Support your answers with relevant examples wherever applicable.

| <b>Q. No.</b> | <b>Question</b>   | <b>Marks</b>           |
|---------------|---|------------------------|
| <b>Q.1</b>    | Definitions / terms / explanations / short questions based on concepts of theory/practical<br>(a) P.O.E.M.<br>(b) Click through rate<br>(c) Call To Action<br>(d) Lead generation<br>(e) Search Engine Marketing<br>(f) ORM<br>(g) Social Media Marketing   | <b>14</b>              |
| <b>Q.2</b>    | (a) In your opinion, does Digital Marketing deserve its appreciation as an effective communication medium? Express your opinion in light of the growth of DM as a vital tool of marketing.<br>(b) Imagine yourself as an owner of a business venture. You are asked to identify the strengths and capabilities of the different digital and social media platforms which can help you in marketing your venture.                | <b>07</b><br><b>07</b> |
|               | <b>OR</b>   |                        |
|               | (b) Think of a recent campaign (by any type of organization) that you came across on the digital landscape (website / Social media / etc.). Did you like or dislike the campaign? What were the reasons for the same? (Explain aspects of the campaign in brief).   | <b>07</b>              |
| <b>Q.3</b>    | (a) What is SEO? Explain the difference between on-page and off-page SEO. Explain major on-page SEO tools and techniques.<br>(b) How can you use Facebook for marketing your personal commercial venture?   | <b>07</b><br><b>07</b> |
|               | <b>OR</b>   |                        |
| <b>Q.3</b>    | (a) Explain the significance of mobile marketing, along with the types of mobile marketing.<br>(b) How will you create a Google search campaign for any marketer? Explain the process and the key decisions to be taken.  | <b>07</b><br><b>07</b> |
| <b>Q.4</b>    | (a) Content is king in DSMM. But your content should have the right kind of keywords. Why are keywords so important? Which are the different types of classifying keywords?<br>(b) You are a marketing solutions provider in a prominent city in Gujarat, with ambitions of becoming a national marketing consultant. How can LinkedIn and Twitter be helpful to you? Explain the tools which you would use on these platforms. | <b>07</b><br><b>07</b> |

**OR**

- Q.4 (a) What is PPC advertising? Apart from text ads, which are the other forms of PPC ads? **07**
- (b) How can digital marketers use Google Analytics to measure the effectiveness of their digital efforts? Which are some of the crucial metrics to be considered as evaluation parameters? **07**
- Q.5 **Case Study: Planning a Digital Campaign:**
- ‘Kafee Sari Coffee’ (A lot of Coffee) is a local start-up serving 100 different types of coffees from around the world. The owner is a coffee connoisseur (expert) in the coffee beverage sector, having exposure to coffee preparation and selling in at least 18 countries across Europe, South America and North America, as also the Middle East and parts of Africa. He has access to sources of coffee varieties from around the world, and desires to deliver a superior of coffee consumption experience in major cities of Gujarat. He does not want to engage into traditional advertising tools, as he believes in the capability of digital media to reach out to his target audience.
- (a) Design the Digital Marketing Strategy and Plan for the venture. **07**
- (b) Which digital marketing platforms (do not include social media) would you use, and for which purpose? **07**
- OR**
- Q.5 (a) Explain the P.O.E.M. framework in context of the media you would recommend him to benefit from. **07**
- (b) Which social media marketing platforms (do not include digital marketing platforms) would you use, and for which purpose? **07**

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