Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 4 – EXAMINATION – SUMMER-2019

Subject Code:3549261   Date:04/05/2019
Subject Name: DIGITAL MARKETING FOR START-UP
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.

Q. No.			Marks
Q.1		Explain following terms.	**14**
		(a) Artificial Intelligence.	
		(b) Into Graphics.	
		(c) Ad placement.	
		(d) Evaluating campaigns.	
		(e) Link din marketing.	
		(f) SEO	
		(g) Universal Analytics.	
Q.2	**(a)**	Define Digital Marketing and Explain the Evolution of digital marketing from traditional to modern Era.	**07**
	(b)	Explain "Digital Marketing cannot drive without Driver of the new marketing environment."	**07**
		OR	
	(b)	Which is the critical success factor for digital marketing?	**07**
Q.3	**(a)**	Explain Digital Marketing Mix and give detail of creative and exchanging Ad campaign.	**07**
	(b)	What is the social media marketing and explain a cost-effective strategy for tools and plan of social media marketing?	**07**
		OR	
Q.3	**(a)**	Define Display Marketing and explain the buying model of display marketing.	**07**
	(b)	What are the features of mobile marketing and how the mobile marketing is important for any organization?	**07**
Q.4	**(a)**	Introduce Linkdin marketing and explain framing of linkdin marketing.	**07**
	(b)	Explain on-page and off-page optimization.	**07**
		OR	
Q.4	**(a)**	Define social media metrics and how can we use digital marketing strategies through instagram and snap chat?	**07**

(b) Explain universal analytics and difference between Google analytics and Google Ad words.   **07**

Q.5   **CASE STUDY:**

Minnat Lalpuria, the founder CEO conceptualized and launched 7vachan, a wedding services consultant and aggregator in 2012. Driven by the mission of being the one-stop-shop for Indian wedding across the globe, 7vachan offered a broad portfolio of services such as photographers, makeup artist, decorators, etc. Having launched its wedding photography services vertical towards the end of 2015, Minnat and her team faced the dilemma of how to bring the professional of photographers on board 7vachan.

After internal discussion, the team zeroed in on using the online channel, marketing 7vachan as an online platform to the professional wedding photographers. At the same time, Minnat also had a larger dilemma in mind to sustain customers' and vendors trust in 7vachan as an online wedding consultant and aggregator.

(a)   Which digital marketing strategy Minnat have to use for get large market?   **07**

(b)   Explain by "Display marketing the company can reach to the every customer."   **07**

OR

Q.5   (a)   How Minnat can increase marketing by mobile marketing?   **07**

(b)   Explain "Minnat have to use on-page and off-page optimization to reach consumer".   **07**

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