

GUJARAT TECHNOLOGICAL UNIVERSITY**PGDDM – SEMESTER – 1 SUMMER 2021 EXAMINATION****Subject Code: 1517501****Date: 24-08-2021****Subject Name: Fundamentals of Digital Marketing****Time: 02:30 PM TO 05:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

1. **MCQ (Attempt All)**

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1. In a given situation, which of the following platform has the highest reach?
 - a) Television
 - b) Radio
 - c) Internet
 - d) Newspaper
2. Which of the following is not true ?
 - a) Digital Marketing helps you to target your niche audience
 - b) Digital marketing is cost effective
 - c) You can measure result of your digital marketing efforts
 - d) Digital Marketing is non-interactive
3. Re-targeting of customers is possible through
 - a) Newspaper
 - b) Television
 - c) Google Adwords
 - d) Radio
4. Which of the following are advantage(s) of digital marketing over traditional marketing?
 - a) Digital marketing is performance oriented
 - b) Targeting of audience on the basis of user's interest is possible in digital marketing
 - c) Digital marketing offers customer inter activity
 - d) All of the above
5. What are the demographics on the basis of which you target your audience in digital marketing?
 - a) Age
 - b) Gender
 - c) Education
 - d) All of above
6. A landing page is
 - a) Home page of a website
 - b) The first page on which users land after clicking an online ad
 - c) Page from where user exit the website after visiting more than one page.
 - d) A page on which a user spent the maximum time
7. PPC in online advertising stands for
 - a) Pay per click
 - b) Pay pal commission
 - c) Pay per cost
 - d) Pay per citation
8. Which of the following is not the benefit of digital marketing?
 - a) Any business can contend with their competitor irrespective of the size using digital marketing
 - b) If the target customers are not interested in your ads they can opt out from ads
 - c) Digital marketing is cost effective for the small businesses
 - d) All of the above
9. We can assess quickly under digital marketing whether your marketing efforts are successful
 - a) True
 - b) False

10. Customer interactivity is possible through
 - a) Live chat
 - b) Reviews
 - c) Blog comments
 - d) All of the above
11. Involves creating and freely sharing informative content as a means of converting prospects into customers and customers into repeat buyers
 - a.) Inbound Marketing
 - b) Viral marketing
 - c) Referral marketing
 - d) AdSense marketing
12. Through CRM organization cultivates a base of
 - a) High risk and low value customers
 - b) High value and high risk customers
 - c) High value and low risk Customers
 - d) Low value and low risk customers
13. According to Hofacher (2001) , the information that is processed by the human mind in five separate stages are
 - a) Exposure , attention, comprehensions and perception
 - b) Exhibit ,perception, and attention and comprehensions
 - c) Exposure, exhibit, attention and comprehensive
 - d) Enduring, attention, comprehensions and perception
14. What is the primary reason of respondent's search?
 - a) find , compare and understand
 - b) find, buy and pay
 - c) see, compare and understand
 - d) none of above

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| 2. | Definitions | 21 |
| | <ol style="list-style-type: none"> 1. The Era of the Plugged- in Generation Y 2. Consumer engagement 3. Pay-per-call mobile 4. Selecting a pricing method 5. Merchandising 6. 2P + 2C + 3S Strategy 7. contextual targeting | |
| 3 | Answer the following (Any three) <ol style="list-style-type: none"> a) Discuss the impact of Digital Technology on Consumer behavior for Decision Process with suitable example. b) Explain with example: How Digital media is cheaper than traditional media c) What are the 8ps of Marketing mix analysis? Name the 8ps and explain five of them in detail. d) Customer relationship Management is more useful in digital era. Discuss in brief Concept and process of CRM. | 21 |

Golkonda Hotels

The Golkonda Hotel Hyderabad, India is an exclusive Business Chic hotel located in the heart of Hyderabad at Banjara Hills, Masab Tank. It is about 30 minutes away from HITEC City. The Golkonda Hotel Hyderabad, India is an ideal hotel for both business and leisure travellers, popularly known as one of the first outlets to serve 24x7 biryani among the residents of Hyderabad. The Golkonda Hotels runs its business through three important constituents which are hospitality, restaurants and convention halls. It offers standard rooms, private suites and dining halls beautifully furnished in contemporary style. The lavish use of glass, wood and steel, provides a distinctive level of luxury, comfort, and value for money. The restaurants comprise of award-winning cuisine with impeccable service that is Golkonda's hallmark. The convention halls which are best for parties, social events, and corporate programs (MICE) have spaces suited to different occasions and celebrations.

Golkonda Resorts and Spa

Golkonda Resort is set in Sagar Mahal which used to be the home of the Nizams of Hyderabad. Sagar Mahal, a princely guest house built in 1917 by the last Nizam of Hyderabad, is probably the only resort in Hyderabad that provides calm, balmy breezes and offers a magnificent view of the Historic Osman Sagar Lake. The Golkonda Resorts and Spa runs its business via four important constituents which are hospitality, restaurants, convention halls, and spa. There are a total number of 44 villas which provide accommodation. These villas are provide different room features and amenities and are categorised as follows: Green Wood Villa, Palm Villa, Garden Villa, Club Villa, Duplex Villa, Pool Villa. True to the commitment of the Golkonda brand, their in-house restaurants, namely, Jewel of Nizam, Vetro, IVY, Mist, and Ebony serve award winning cuisine. Their convention centres can cater to groups ranging from 10–2000 people. They have extensive banqueting and conferencing facilities that allow customers the freedom to choose from board room meetings, product launches, fashion shows, family get togethers, wedding to private parties, and other events. One can indulge in their choice of spa therapies at the resorts world class Thai Spa, which is an ideal destination to de-stress and rejuvenate the body with authentic Thai Spa treatments. Kokai Salon provides a rewarding experience to relax and get some peace.

Jewel of Nizam – The Minar

An Iconic Tribute to an Iconic Cuisine

Fine dining restaurant – The Jewel of Nizam, is the main flagship restaurant of Golkonda Resorts and Spa. It is known to be a place where regal pageantry ruled and many historic chapters were written. The Golkonda Resorts and Spa is home to the only monument in the world built for food, Jewel of Nizam – The Minar. Fondly known as Hyderabad's Fifth Minar, this 100 feet tall magnum opus houses the finest Hyderabadi fine dining restaurant in town. It is not just the other-worldly aroma of the Afghani and Mughlai dishes that is irresistible, but the exquisitely crafted regal interiors coupled with a gorgeous view of the sunset over the sparkling Osman Sagar lake that makes it a dream place for iconic occasions. Being a fine dining restaurant, infants and kids below 12 years of age are not permissible for dinner sessions.

Focus Areas

The Golkonda Hotels and Resorts pay special attention to their Rooms/Spa, Banquets and Jewel of Nizam/Mist. They offers standard rooms, suites, Klub floor with best facilities and services ensuring each visit to the hotel is the most enjoyable experience for their customers including tourists, business travellers and residents of Hyderabad. Luxurious accents and thoughtful room details are designed with the business and leisure traveller in mind, so that the discerning traveller finds each guest room warm, inviting, and hard to leave. Whether it is a business or leisure visit, each stay at Golkonda Hotels and Resorts is well taken care of by the attentive staff that exceed customer expectations in every way. Banquet halls with a seating capacity of 10 to 300 people provide fully equipped state of the art communication systems, presentation facilities with video conferencing, virtual private networking, and remote based lighting control system to corporates for MICE events. They also facilitate gathering halls for family get-togethers, weddings, private parties, and other social events. The Jewel of Nizam offers panoramic views of the gorgeous Osman Sagar and its surroundings. Its lofty stature has earned it the moniker of Hyderabad's Fifth Minar. It is popularly known for serving authentic Nizami cuisine with recipes that have been passed down through generations. Along with a delectable cuisine, the Jewel of Nizam also offers its guests a taste of royalty.

Pad Agency

PAD is a full service integrated creative communications agency working with leading brands in Hyderabad, Bengaluru and Pune. They believe in the statement that "EVERYTHING IS OUR BUSINESS," hence they cater to diverse industry verticals such as Pharma, Automobiles, Retail, Healthcare, Education, Real Estate, Infrastructure, Entertainment, IT/ITES, Tech Services and Platforms to mention a few. At Pad, they focus on bringing together Advertising, Digital Marketing, Sales Promotion, Direct marketing, PR support, Event Marketing and media planning seamlessly under one roof to drive maximum impact and garner effective ROI for their clients' marketing campaigns based on the desired results.

Their main role is to take up integrated creative communications through Brand Strategy, Brand Identity Development, Marketing and Sales Promotions, Direct Marketing, Digital Marketing, Corporate Communications, Internal Communications, Video Marketing, In-store marketing, Website and App Design, and more.

Questions: (Answer any two)

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1. Write a note on facility and various services offered by Golkonda hotels.
2. Suggest the Right blend of Traditional and Digital Platform for Golkonda Hotels in context of Marketing.
3. What could be the success and failure point of the digital platform in context of case study?
