

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA INTEGRATED/MAM - SEMESTER– VII EXAMINATION – SUMMER 2021****Subject Code: 2577161****Date: 13/08/2021****Subject Name: Digital and Social Media 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.

- Q.1** (a) What is Digital Marketing? Discuss the origin of digital marketing. **07**
(b) Explain P-O-E-M framework in digital marketing strategy and the drivers of the new marketing environment with examples. **07**
- Q.2** (a) Define the term Display Marketing and explain the Buying Models. **07**
(b) Explain Digital Marketing mix. Discuss the Impact of digital channels on IMC. **07**
- OR**
- (b) Write a short note on YouTube Marketing. **07**
- Q.3** (a) Design the marketing strategies for Instagram for your home-made sweets 'MithaiGhar'. **07**
(b) 'Twitter Marketing is different than other forms of digital marketing'. Justify. **07**
- OR**
- Q.3** (a) Discuss the Importance of Linked-in Marketing. **07**
(b) Explain which Facebook Marketing Tools will apply to promote your Fashion Brand 'Glorify Me'. **07**
- Q.4** (a) What is SEO? Why it is needed? Explain how to use internet & search engines. **07**
(b) Explain the term 'Web Analytics'. Discuss the latest trends in digital advertising. **07**
- OR**
- Q.4** (a) What is Mobile Advertising? Discuss the Forms of Mobile Marketing. **07**
(b) Explain Google Analytics and Google AdWords. How they are useful to business? **07**
- Q.5** (a) What are the major differences between traditional and digital marketing? **07**
(b) Discuss the types of adverts and explain their purpose with an example. **07**
- OR**
- Q.5** (a) Write a short note on: Search Engine Advertising. **07**
(b) What is SEM? Explain Multichannel attribution, Universal analytics, Tracking code. **07**
