

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
PGDDM – SEMESTER –I-EXAMINATION – SUMMER-2022

Subject Code: 1517501

Date: 05-07-2022

Subject Name: Fundamentals of Digital Marketing

Time: 10:30 AM to 01:30 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. Choose the correct option from below given MCQ (Attempt All)

14

1. Which of the following is not a type of digital marketing activity?

- | | |
|------------------------|-------------------------|
| A) E-mail Marketing | B) Social web Marketing |
| C) Print Advertisement | D) Viral Marketing |

2. Marketing that moves away from a transactions-based efforts to a conversation (i.e. two-way dialogue) and can be described as a situation or mechanism through which marketers and a customer (e.g. stakeholders) interact usually real-time is known as:

- | | |
|----------------------|--------------------------|
| A) Digital Marketing | B) Interactive Marketing |
| C) Direct Marketing | D) Electronic Marketing |

3. _____ is a form of marketing communications that uses the internet for the purpose of advertising-delivering marketing messages to increase website traffic (i.e. click-through) and encourage product trial, purchase, and repeat purchase activity. (i.e. conversion)...

- | | |
|-----------------------|---------------------|
| A) Internet Marketing | B) Search Marketing |
| C) E-mail Marketing | D) Mobile Marketing |

4. In the first 10 years, the web was heavily used as a static publishing and/or retailing (transactional) channel. This was known as:

- A) Web 2.0 B) Web 1.0 C) Web Publishing D) Static Web

5. What is full form of SEO with respect to Digital Marketing?

- | | |
|----------------------------|-------------------------------|
| A) Search Executive Option | B) Share Engineering Option |
| C) Show E-Options | D) Search Engine Optimization |

6. A method of marketing by electronic mail wherein the recipient of the message has consented to receive it is called.

- A) Search Marketing
- B) Internet Advertising
- C) Permission-based email Marketing
- D) Social Web Marketing

7. 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

8. 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

9. PPC in online advertising stands for

- A) Pay per click
- B) Pay pal commission
- C) Pay per cost
- D) Pay per citation

10. Which of the following refers to unsolicited electronic messages?

- A) Opt-in email.
- B) Consent Marketing
- C) Spam
- D) Opt-out Mail

11. This attempts to improve rankings for relevant keywords in search results by improving a website's structure and content.

- A) SEM
- B) SEO
- C) SST
- D) SFA

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. Customer interactivity is possible through

- A) Live chat
- B) Reviews
- C) Blog comments
- D) All of the above

14. Which from the following is not marketing funnel stages?

- A) Reach
- B) Engage
- C) Activate
- D) Sales

- Q-2.** Explain the terms/concepts (Any seven) **21**
1. Channels of Purchase
 2. Consumer engagement
 3. E-Promotion
 4. Merchandising
 5. 2P + 2C + 3S Strategy
 6. Viral Marketing
 7. Traditional V/S Digital Marketing
 8. Explicit behaviour
 9. Blogs and Forum

- Q-3** Answer the following (Any three) **21**
- a) Being a Digital Marketing Manager, explain the online marketing mix of Amazon and Snap Deal in terms of offer, price and quality for electronic goods segment only. Write a note on comparison between these two.
 - b) Explain with example: How Digital media is cheaper than traditional media
 - c) What do you mean by Taxonomy of Internet products? Briefly discuss E-Price and E-Place with respect to Digital Marketing
 - d) Discuss the online promotional mix with its elements in brief.

Q-4. Case Study

A brief history of digital marketing

According to the Digital Marketing Institute, a succession of technological developments at the turn of the 21st century set the stage for a modern and massive digital audience. Of these, the internet, big data and smartphones are considered the most significant.

The internet

Although the conceptual origins of the internet date back to the 1960s, the World Wide Web was created by scientist Tim Berners-Lee in 1989. His initial goal was to connect computer networks at his employer Conseil Européen pour la Recherche Nucléaire, more commonly known as CERN. In 1991, the first individuals outside this organization were invited to join. In 1994 Netscape, the first successful mass-market browser, was released. In the two years after Netscape entered the public sphere, the number of people using the web grew from 16 to 70 million people.

The ballooning growth of internet users meant a changing digital landscape. The use of email, advanced search engines like Yahoo! and Google, and the creation of e-commercial sites like Amazon and eBay paved new ways for companies to reach consumers. Email became a marketing tool, search engines a way for customers to find products. The earliest SEO techniques were also introduced, which included keyword stuffing, excessive tagging, and the use of backlinks.

Smartphones

Early cell phones made their first appearance in the 1970s and continued to evolve throughout the end of the 20th century and beyond. However, the first venture into smartphone technology is considered the BlackBerry. Released in 2003, the device allowed users to email through their devices for the first time and was favored by companies and governments for the security of its network.

In 2007, Apple released the iPhone. With this development, the true smartphone era had begun, allowing marketers to reach consumers more precisely, directly and for longer periods of time. Smartphones subsequently led to a further rise in social media use, something which increased marketing opportunities even further. In 2011, Americans engaged with mobile media for an average of 46 minutes. In 2017, this number was 258. Smartphones are now the number one digital device for internet use in the United States.

Buyer behavior

70 percent of a buyer's journey is now completed before a buyer even reaches out to sales. A decided increase with personal sharing is here, encouraged by digital media. This means that digitally native customers, such as millennials and members of Gen Z, value personalization in their digital experience.

The future of digital marketing

As technology continues to grow and develop, it is reasonable to assume that digital marketing will do so as well. From what we know of today's marketplace, we can predict where the future of the industry might lead. Forbes predicts a few immediate trends:

Increased emphasis on integrated global marketing. This method allows consumers to make connections between multiple sources of content, such as a blog and an email regarding different facets of the same topic.

The use of cohesive marketing technology stacks. Digital marketing is poised to integrate various technologies in a more unified and consistent fashion.

Companies will increase their use of data mining and deep analytics in order to maximize coordinated exposure in as many digital channels as possible. This is called "omnichannel marketing strategy." There will be an increased focus on account-based marketing.

Questions: (Answer All Questions)

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- a) Briefly discuss the growth of Digital Marketing over a period of time.
- b) What is Millennial Generation? Discuss the role of this generation for Digital Marketing and buying behaviour.
