

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA Integrated - SEMESTER– VII EXAMINATION – SUMMER 2022**

**Subject Code: 2577161****Date: 09/06/2022****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.

<b>Q. No.</b>	<b>Question Text and Description</b>	<b>Marks</b>
<b>Q.1</b>	Definitions	<b>14</b>
	(a) CPM	
	(b) Ad Ranks	
	(c) PPC	
	(d) Click through rate	
	(e) SEM	
	(f) Demand Side Platform	
	(g) Indexing	
<b>Q.2</b>	(a) Write a note of traditional v/s digital marketing with examples	<b>07</b>
	(b) Explain POEM framework in digital marketing strategy.	<b>07</b>
	<b>OR</b>	
	(b) Explain digital marketing plan in detail	<b>07</b>
<b>Q.3</b>	(a) Explain Digital Marketing mix. Discuss the Impact of digital channels on IMC.	<b>07</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>OR</b>	
<b>Q.3</b>	(a) Why we need to maintain the SEO process? Explain SEO tactics.	<b>07</b>
	(b) Explain the various buying models available in display advertising.	<b>07</b>
<b>Q.4</b>	(a) What are the key metrics in web analytics? Explain in brief.	<b>07</b>

- (b) How twitter is different from other Social Media? What are the best practices in the content strategy for the Twitter Platform? 07

OR

- Q.4 (a) Write a detailed note on Youtube Marketing. 07  
(b) What are the different types of Keywords? Explain in brief. 07

Q.5 CASE STUDY:

*Amazon Prime has launched a new 'Membership ek, Khushiyan anek' campaign – while turning its attention to the magic of everyday celebrations!*

*The new campaign directed by renowned Indian Director Shoojit Sarkar through Ogilvy, features two heart-warming, slice of life films called Mohalla and Long Drive. Both the films in the campaign will help Prime members to see beyond the functional benefits of the membership and enables them to turn an everyday moment into a special and memorable time of togetherness with their family and friends. The first film 'Mohalla', takes a relatable setting in the life of a small-town family and depicts how Amazon Prime membership not just enables but amplifies their family time experience. The second film, 'Long Drive', shows how a young girl getting a timely delivery of a pair of Bluetooth speakers, turns a simple drive with her grandfather into a memorable long drive. She combines the experience with Amazon Music and transforms what could be a mundane ride to a fun-filled ride to remember.*

*Ravi Desai, Director – Mass and Brand Marketing, Amazon India, said, "Our long-term vision is to grow Amazon Prime into the largest and the most loved membership program in India. We have always innovated to add convenience selection mixed with a sense of belonging for our members and the new campaign helps us narrate that feeling of Prime's multi-benefits in our customers lives. This year's campaign takes this effort further by showing how Prime (and its benefits) can enable our customers to create magical moments with their loved ones and extract more joy out of their day."*

- (a) According to you, will this campaign help the Amazon team to generate more Prime Memberships? 07  
(b) Elaborate how will you run this campaign on different social media platforms? 07

OR

- Q.5 (a) Design a similar campaign for Flipkart Plus membership. How will it be different from Amazon's 07  
(b) Elaborate how mobile marketing has become one of the most effective tools used by brands like Amazon & Flipkart. 07

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