

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED– SEMESTER - VII EXAMINATION- SUMMER-2023

Subject Code: 2577161

Date: 27/06/2023

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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** (a) Explain P-O-E-M framework in digital marketing strategy and the drivers of the new marketing environment with examples. **07**
- (b) What is Digital Marketing? Discuss the origin of digital marketing **07**
- Q.2** (a) What is on-page SEO? How to perform on-page Optimization? **07**
- (b) Define the term Display Marketing and explain the Buying Models. **07**
- OR
- (b) Explain Digital Marketing mix. Discuss the Impact of digital channels on IMC. **07**
- Q.3** (a) Write a short note on YouTube Marketing. **07**
- (b) Why we need to maintain the SEO process? Explain SEO tactics. **07**
- OR
- Q.3** (a) How twitter is different from other Social Media? What are the best practices in the content strategy for the Twitter Platform? **07**
- (b) What is Mobile Marketing? Explain and differentiate between the different types of mobile advertising models. **07**
- Q.4** (a) Explain Google Analytics and Google AdWords. How they are useful to business? **07**
- (b) What is Facebook Marketing? How to generate business through Facebook Marketing? **07**
- OR
- Q.4** (a) What is the key metrics in web analytics? Explain in brief **07**
- (b) Explain any seven types of adverts of Facebook with example. **07**
- Q.5** (a) 'Twitter Marketing is different than other forms of digital marketing'. Justify. **07**
- (b) Explain the various buying models available in display advertising. **07**
- OR
- Q.5** (a) What are the major differences between traditional and digital marketing. **07**
- (b) What is SEM? Explain Multichannel attribution, Universal analytics, Tracking code. **07**
