

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER - III-EXAMINATION- SUMMER-2023

Subject Code: 1539342**Date: 21/06/2023****Subject Name: 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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** Explain the terms **14**
- (a) Behavior Targeting
 - (b) Online Marketing Mix
 - (c) CRM
 - (d) Social Bookmarking
 - (e) Internal link
 - (f) Web 1.0
 - (g) Contextual Targeting
- Q.2** (a) Think of a recent any website (by any type of sector) that you came across on the search engine (website/blogs etc.) Did you like their SEO strategy? What were the reasons for the same? (Explain which kind of SEO strategy adopted by the website) **07**
- Q.2** (b) Explain the role of various social media platforms for community building and development. **07**
- OR**
- Q.2** (b) What do you mean by digital marketing? Discuss its importance in modern era of business. **07**
- Q.3** (a) What do you mean by organic traffic? How it can be generate for the any website! Explain in details. **07**
- Q.3** (b) What is social media marketing? Write a social media advertising plan for Gym Industry **07**
- OR**
- Q.3** (a) What are the main search engines used today, and how do they differ in terms of features and algorithms? **07**
- Q.3** (b) Write comprehensive overview of search engine marketing (SEM) and the role of PPC (Pay-Per-Click) in details. **07**
- Q.4** (a) How can you develop a successful email campaign from start to finish? **07**
- Q-4** (b) What are the characteristics of effective web content? Explain in details **07**
- OR**
- Q.4** (a) What do you mean by Inorganic traffic? How it can be generate for the any website! Explain in details. **07**
- Q.4** (b) Difference between traditional & digital marketing explain in details. **07**
- Q.5** Company: XYZ Travel Agency **14**

Background: XYZ Travel Agency is a well-established travel agency specializing in luxury travel experiences. With the goal of expanding its customer base and increasing

bookings, the agency has decided to implement content and e-mail marketing strategies to attract new customers, engage existing ones, and position itself as a leader in the travel industry.

XYZ Travel Agency has implemented a comprehensive content marketing strategy to provide valuable and engaging travel-related content to its target audience. The agency created a travel blog featuring articles on top destinations, travel tips, and insider guides. They also developed visually stunning travel videos showcasing popular destinations and unique experiences. Collaborations with travel influencers and bloggers were leveraged to produce guest blog posts and video collaborations, increasing the reach and credibility of the content. XYZ Travel Agency actively shared their content on social media platforms, captivating their audience and driving traffic to their website.

In parallel, the agency implemented an effective e-mail marketing strategy to nurture customer relationships and drive bookings. They built an e-mail subscriber list through website sign-up forms and lead magnets, offering exclusive travel guides and discounts. Regular newsletters were sent to subscribers, featuring personalized travel recommendations, special offers, and updates on new destinations and packages. The agency implemented segmentation strategies based on customer preferences, interests, and travel history, ensuring that each e-mail campaign delivered relevant and tailored content. By tracking and analyzing e-mail metrics such as open rates, click-through rates, and conversions, XYZ Travel Agency gained insights into the effectiveness of their campaigns and continuously refined their marketing efforts.

- (a) Explain the background and objectives of XYZ Travel Agency's digital marketing strategy.
- (b) How did XYZ Travel Agency build their e-mail subscriber list, and what incentives did they offer to encourage sign-ups?

OR

- (a) How did XYZ Travel Agency leverage collaborations with travel influencers and bloggers to enhance their content marketing efforts?
- (b) Discuss the elements of XYZ Travel Agency's e-mail marketing strategy, including the types of content they included in their newsletters. How did XYZ Travel Agency personalize their e-mail cam
