

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

Subject Code: 3539215**Date: 26/06/2023****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.

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| Q.1 Definitions / terms | 14 |
| <ul style="list-style-type: none"> a. Search Engine b. Snap chat c. Digital Marketing d. Ad Placement e. Campaign f. Social media marketing g. Marketing | |
| Q.2 (a) Discuss P.O.E.M Framework in detail. | 07 |
| Q.2 (b) Explain Evolution of Digital Marketing. | 07 |
| OR | |
| Q.2 (b) Discuss Digital Marketing Model. | 07 |
| Q.3 (a) Discuss Digital Marketing Mix in detail. | 07 |
| Q.3 (b) Discuss Types of Display Ads in detail. | 07 |
| OR | |
| Q.3 (a) Explain Creating Ad Campaign in detail. | 07 |
| Q.3 (b) Discuss Social Media Marketing Strategy in detail. | 07 |
| Q.4 (a) Discuss LinkedIn Marketing in detail. | 07 |
| Q.4 (b) Explain Facebook Marketing in detail. | 07 |
| OR | |
| Q.4 (a) Discuss Trends in Digital Marketing in detail. | 07 |
| Q.4 (b) Explain Google Analytics in detail. | 07 |
| Q.5 (a) Prepare social media advertise for B2B Business. | 07 |
| Q.5 (b) Discuss how will you use SEO for Business School. | 07 |
| OR | |
| Q.5 (a) Discuss how will you do mobile marketing campaign for Musical Event. | 07 |
| Q.5 (b) Discuss how will you do Twitter Marketing for NGO. | 07 |