

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED-SEMESTER- VII-EXAMINATION- SUMMER-2024

Subject Code: 2577161

Date: 17/05/2024

Subject Name: Digital and Social Media Marketing

Time: 02:30 PM TO 5:30 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** Definitions **14**
- (a) PPC
 - (b) Indexing
 - (c) Ad Ranks
 - (d) Click through rate
 - (e) SEM
 - (f) Demand Side Platform
 - (g) CPM
- Q.2** (a) What are the different types of Keywords? Explain in brief. **07**
- (b) What are the key metrics in web analytics? Explain in brief. **07**
- OR**
- (b) Explain Search Engine Optimization in your word. **07**
- Q.3** (a) Short Note : Web Analytics . **07**
- (b) Explain Digital Marketing Strategies through Instagram and Snap chat. **07**
- OR**
- Q.3** (a) Write a note in impact of digital channels on IMC. **07**
- (b) What is Mobile Marketing? Explain and differentiate between the different types of mobile advertising models. **07**
- Q.4** (a) Explain Facebook Marketing Tools in your word. **07**
- (b) Write a detailed note on 'Emergence of digital marketing as a tool'. **07**
- OR**
- Q.4** (a) Explain Ad Auction Model in detail. **07**
- (b) Explain Digital marketing models. In your word **07**
- Q.5** (a) Write a detailed note on Facebook Marketing. **07**
- (b) Write a detailed note on YouTube Marketing. **07**
- OR**
- Q.5** (a) What are the key metrics in web analytics? Explain in brief. **07**
- (b) Explain POEM framework in digital marketing strategy. **07**