

Enrolment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
BBA - SEMESTER - VI EXAMINATION - SUMMER 2025

Subject Code: 1560108

Date: 19-05-2025

Subject Name: Digital Marketing

Time: 10:30 AM TO 01:00 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.

	Marks
Q.1 Attempt ANY 7	14
(a) Define Digital Marketing.	
(b) What is the AIDA Model?	
(c) Explain the concept of Owned Media in digital marketing.	
(d) What is Web 2.0?	
(e) Define SEO (Search Engine Optimization).	
(f) What is CRM in the context of online marketing?	
(g) Differentiate between Traditional Marketing and Digital Marketing.	
(h) What is content marketing?	
Q.2 Multiple Choice Questions (All Compulsory)	14
(1) Which of the following is NOT a component of the POEM framework? A. Paid Media B. Owned Media C. Engaged Media D. Earned Media	
(2) Which of the following platforms is primarily known for professional networking? A. Facebook B. LinkedIn C. Twitter (X) D. Instagram	
(3) In digital marketing, CRM stands for Consumer A. Resource B. Creative Resource Management Management C. Customer Rating D. Customer Relationship Management Mechanism	

- (4) What is the purpose of using keywords in SEO?
- A. To make the website colorful
 - B. To improve website ranking on search engines
 - C. To create mobile apps
 - D. To design email campaigns
- (5) Which among the following is an example of Owned Media?
- A. Sponsored Instagram Post
 - B. Company's Official Website
 - C. Display Advertisements
 - D. Paid Search Ads
- (6) What is the 'Zero Moment of Truth' in digital marketing?
- A. Customer research before purchase decision
 - B. Customer posts online reviews
 - C. Customer gives feedback after purchase
 - D. Customer refunds the product
- (7) The term 'Pirate Metrics' refers to:
- A. Web 2.0
 - B. Black Hat SEO
 - C. AARRR Framework
 - D. Digital Piracy
- (8) Which of the following is an On-Page SEO factor?
- A. Social media shares
 - B. Meta tags
 - C. Backlinks
 - D. Guest blogging
- (9) 'Pay-Per-Click' (PPC) model is commonly associated with:
- A. SEO
 - B. SEM
 - C. Email Marketing
 - D. Affiliate Marketing
- (10) The main advantage of digital marketing over traditional marketing is:
- A. High costs
 - B. Mass targeting
 - C. Measurable results
 - D. Long advertisement cycles
- (11) Facebook, Twitter (X), Instagram are examples of:
- A. Search Engines
 - B. Email Services
 - C. Display Advertising Networks
 - D. Social Media Platforms
- (12) In Search Engine Marketing (SEM), which of the following is considered a paid method?
- A. Paid search ads
 - B. Organic search results
 - C. Blog posts
 - D. Website SEO

- (13)** What is the primary goal of Content Marketing?
- A. Selling products directly
 - B. Increasing offline footfall
 - C. Reducing advertising costs
 - D. Generating quality content for better engagement

- (14)** Which of the following best describes Off-Page SEO?
- A. Optimizing website images
 - B. Improving server speed
 - C. Building backlinks from other websites
 - D. Adding meta descriptions to pages

Q.3 (a) Describe the POEM framework in Digital Marketing. **07**

(b) Develop a Digital Marketing Plan for a new bakery business entering the online market. **07**

OR

(a) Discuss the Ethical and Legal Framework of Digital Marketing with examples. **07**

(b) Create a comprehensive Digital Strategy using the Pirate Model (AARRR Framework) for an e-commerce app. **07**

Q.4 (a) Explain how Behavioral Targeting differs from Contextual Targeting. **07**

(b) Analyze how Online Consumer Behavior is shaped by cultural factors. **07**

OR

(a) What is the role of Content in Social Media Marketing? Explain its importance. **07**

(b) Describe the influence of Web 2.0 on Digital Marketing Strategies with relevant examples. **07**

Q.5 (a) Discuss Relationship Building through Social Media. Why is it important for brands today? **07**

(b) Prepare a Social Media Strategy for a local fashion brand using Facebook and Instagram. **07**

OR

(a) Describe the methods of On-page SEO Optimization for improving a website's ranking. **07**

(b) Define Search Engine Marketing (SEM) and explain its components. **07**
