

GUJARAT TECHNOLOGICAL UNIVERSITY
PGDDM-SEMESTER-I-EXAMINATION-SUMMER-2025

Subject Code: DM01076021**Date: 30-05-2025****Subject Name: Fundamentals of Digital Marketing****Time: 02:30 PM to 04:30 PM****Total Marks: 50****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. No.	Question Text and Description	Marks																						
Q.1	Explain following terms (Attempt Any Seven) <ol style="list-style-type: none"> 1. Differentiate between traditional marketing and Digital marketing. 2. Characteristics of digital marketing 3. E-Product 4. Contextual Targeting 5. Behavior Targeting 6. Implications of digital marketing for businesses 7. CRM in the context of digital marketing 8. Web 2.0 in marketing strategies 	14																						
Q.2	Multiple Choice Questions (All Compulsory) <ol style="list-style-type: none"> 1 What is the main purpose of digital marketing? <table border="0" style="width: 100%; margin-left: 20px;"> <tr> <td style="width: 50%;">A. Increase offline store traffic</td> <td style="width: 50%;">B. Enhance online visibility</td> </tr> <tr> <td>C. Decrease website functionality</td> <td>D. Remove traditional advertisements</td> </tr> </table> 2 Which of the following is NOT a characteristic of digital marketing? <table border="0" style="width: 100%; margin-left: 20px;"> <tr> <td style="width: 50%;">A. Measurable results</td> <td style="width: 50%;">B. Global reach</td> </tr> <tr> <td>C. Personalization</td> <td>D. Limited interactivity</td> </tr> </table> 3 E-Product in digital marketing refers to <table border="0" style="width: 100%; margin-left: 20px;"> <tr> <td style="width: 50%;">A. A physical product available online</td> <td style="width: 50%;">B. A product designed for online platforms</td> </tr> <tr> <td>C. A non-digital service</td> <td>D. None of the above</td> </tr> </table> 4 Behavior targeting is based on <table border="0" style="width: 100%; margin-left: 20px;"> <tr> <td style="width: 50%;">A. User location</td> <td style="width: 50%;">B. User browsing history and actions</td> </tr> <tr> <td>C. Website content</td> <td>D. Cultural implications</td> </tr> </table> 5 Which of the following is a key component of Web 2.0 in marketing? <table border="0" style="width: 100%; margin-left: 20px;"> <tr> <td style="width: 50%;">A. Static websites</td> <td style="width: 50%;">B. User-generated content</td> </tr> <tr> <td>C. Limited interactivity</td> <td>D. Traditional targeting</td> </tr> </table> 6 CRM in digital marketing stands for: <table border="0" style="width: 100%; margin-left: 20px;"> <tr> <td style="width: 50%;">A. Content Resource</td> <td style="width: 50%;">B. Customer Relationship Management</td> </tr> </table> 	A. Increase offline store traffic	B. Enhance online visibility	C. Decrease website functionality	D. Remove traditional advertisements	A. Measurable results	B. Global reach	C. Personalization	D. Limited interactivity	A. A physical product available online	B. A product designed for online platforms	C. A non-digital service	D. None of the above	A. User location	B. User browsing history and actions	C. Website content	D. Cultural implications	A. Static websites	B. User-generated content	C. Limited interactivity	D. Traditional targeting	A. Content Resource	B. Customer Relationship Management	12
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- Management
- C. Creative Response Marketing D. Customer Retention Mechanism
- 7 Which type of digital marketing focuses on improving website rankings in search engine results?
- A. SEO B. PPC
C. Email Marketing D. Social Media Marketing
- 8 The cultural implications of digital marketing are most important when:
- A. Creating a new website design B. Launching a global campaign
C. Updating technical SEO D. Analyzing contextual targeting
- 9 Which platform is primarily used for professional networking in digital marketing?
- A. Instagram B. Snapchat
C. LinkedIn D. TikTok
- 10 E-Place refers to:
- A. The online platform for customer engagement B. Physical location of the business
C. Storage of e-products D. None of the above
- 11 What is the primary focus of contextual targeting?
- A. User demographics B. Website content relevance
C. User behavior analysis D. Social media integration
- 12 Which of the following is a social and ethical issue in digital marketing?
- A. Personalized recommendations B. Search engine optimization
C. Data privacy and security D. User interface design
- Q.3 (a) Nike launched a campaign encouraging people to stay active during the lockdown. They used hashtags like #PlayInside and promoted home workouts on Instagram, generating user engagement through online challenges. 07

Question:

Using Nike's campaign as an example, explain how companies utilize digital

- marketing to connect with customers and promote their brand.
- (b) Sankalp Electronics used TV ads for years but found it difficult to measure the exact return on investment (ROI). They shifted to digital platforms and saw real-time data on ad performance. They could also target customers based on location and preferences. 07

Question:

How did digital marketing offer Sankalp Electronics advantages over traditional marketing? Use the case to illustrate the benefits.

OR

- (a) A restaurant chain used flyers for promotion but noticed low customer engagement. It switched to digital platforms, posting engaging content and running targeted ads. 07

Question:

Using this case, discuss the characteristics that differentiate digital marketing from traditional marketing.

- (b) Netflix offers a streaming service with multiple subscription plans, user profiles, and content recommendations based on viewing history. 07

Question:

Using Netflix as an example, describe the key features of a digital service.

Q.4

Case Study: A small business, "Heritage Spices," specializing in authentic Indian spices, wanted to expand its reach using digital marketing. The business operated primarily through word-of-mouth and local fairs. Realizing the potential of digital engagement, the company launched a website and created social media accounts on platforms like Instagram and Facebook. They also began using email marketing to target previous customers.

Despite these efforts, their digital engagement remained low. The business owner realized that while they were using digital tools, they lacked a strategic approach. They didn't analyze customer behavior, tailor their campaigns, or invest in search engine optimization (SEO). Additionally, their website was slow to load and not mobile-friendly, causing users to leave quickly.

The business sought to redesign its strategy by adopting behavior targeting, improving their content, and engaging more actively with followers. They also considered running targeted advertisements and partnering with food bloggers to promote their products.

- (a) Analyze the challenges "Heritage Spices" faces in its digital marketing efforts. Suggest practical solutions to enhance their digital engagement. 10

OR

- (a) Discuss the role of behavior targeting and contextual targeting in improving the online consumer experience for "Heritage Spices." How could these strategies be applied effectively? 10
