

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED SEMESTER-VII-EXAMINATION-SUMMER-2025

Subject Code: 2577161

Date: 20-05-2025

Subject Name: Digital and Social Media 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.**

- Q1** (a) Write a note of traditional v/s digital marketing with examples. **07**
(b) Explain digital marketing plan in detail **07**
- Q2** (a) Define the term Display Marketing and explain the Buying Models. **07**
(b) Write a short note on YouTube Marketing. **07**
OR
(b) Differentiate between the different types of mobile advertising models. **07**
- Q.3** (a) Explain Google Analytics and Google AdWords in detail. **07**
(b) Explain how to generate business through Facebook Marketing? **07**
OR
(a) Explain any seven types of adverts of Facebook with example. **07**
(b) What is the key metrics in web analytics? Explain in brief. **07**
- Q.4** (a) What is on-page SEO? How to perform on-page Optimization? **07**
(b) What are the different types of Keywords? Explain in brief. **07**
OR
(a) Why we need to maintain the SEO process? Explain SEO tactics. Explain. **07**
(b) How is Twitter(X) Marketing different than other forms of digital marketing? **07**
- Q.5** (a) Explain: Multichannel attribution, Universal analytics, Tracking code. **07**
(b) Explain CPM and PPC in detail. **07**
OR
(a) Analyze a recent campaign (by any type of organization) that you came across on the digital landscape. Explain its aspects in brief. **07**
(b) Explain Digital Marketing mix in detail. **07**