

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA – SEMESTER 3 – EXAMINATION – WINTER 2018

Subject Code: 3539215

Date: 13/12/2018

Subject Name: Digital Marketing

Time: 10:30 AM To 01:30 PM

Total Marks: 70

Instructions:

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**

Q. 1. Definitions

14 Marks

- Page views
- Bumper Ads
- Location extension
- Mnemonic
- Hashtags
- Backlink
- Bounce rate

Q. 2 (a) Explain with suitable example evolution of digital marketing from traditional marketing.

7 Marks

Q. 2 (b) Mr. Piyush wants to make a display ad of his HR consultancy service business. Suggest types of display ad that he can use. Also explain digital metrics.

7 Marks

OR

Q. 2 (b) Seema wants to create first Google ad campaign of her beauty blog. Explain the process of creating first Google ad campaign to her.

7 Marks

Q. 3 (a) Explain AdRank and ad auction model and importance of AdRank?

Q. 3 (b) In an ad campaign, between CPC and CPM, how do you evaluate which is the better of the two.

7 Marks

OR

Q. 3 (a) Explain in detail what is programmatic digital advertising and its players.

7 Marks

Q. 3 (b) An e-commerce site is planning for display advertisement for this New Year. Kindly suggest the display plan for the same.

7 Marks

Q. 4 (a) Explain in detail process of On-Page optimization in SEO.

7 Marks

Q. 4 (b) A smart watch company wants to do competitive intelligence in terms of web analytics. Suggests the company methods used for tracking competitive intelligence.

7 Marks

OR

Q. 4 (a) Describe three types of key metrics of web analytics.

7 Marks

Q. 4 (b) Anisha has a blog of recipe where she writes, share and puts video of world-wide cuisines. Suggest her method of off-page optimization of SEO.

7 Marks

Q. 5 Case Study:

BillBachao is an India-based company that helps people find the most suitable mobile plans for their needs. Through studying user's usage patterns and applying big data analytics, the app aims to save money for 70%+ of people in India who overpay for their telecom services.

Activities already done by the company:

- BillBachao wanted to reach target audience in money-conscious 16-25 year olds in India
- Used keyword targeting to reach high-intent audiences looking for phone plans
- Also used geo-targeting to ensure they showed campaigns only to users in areas where they operate
- BillBachao saw a 56% growth in app installs during campaign

The challenge

BillBachao uses social media to share promotions, tap into relevant conversations, and engage with customers. To increase downloads of their mobile app, the BillBachao team partnered with the agency @befoxy to create an app installs or engagements campaign.

BillBachao's target audience is money-conscious 16-25 year olds and mobile savvy college students in India.

- a. What methods of targeting did BillBachao? What are the other methods of targeting that BillBachao must adopt. 7Marks
- b. Which are different social media tools? Which social media tool will be most suitable to BillBachao. 7 Marks

OR

- a. How is twitter analytics different from facebook analytics? How will it help BillBachao. 7 Marks
- b. What are different types of keywords? Which type of keywords should BillBachao should use. 7 Marks
