

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (IB) – SEMESTER III – EXAMINATION – WINTER 2019

Subject Code: Digital Marketing**Date: 04/12/2019****Subject Name: 1539342****Time: 10:30 Am to 1:30 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**
- (a) 8'ps of E- marketing mix
 - (b) Behavioral targeting
 - (c) Really Simple Syndication
 - (d) Blog
 - (e) Google adwords
 - (f) Organic Search
 - (g) Paid media
- Q.2** (a) People are aware of Digital platform but for business digital engagement is required more than awareness. explain **07**
- (b) How has web 2.0 provided companies with the opportunity of customer advocacy? Discuss with examples **07**

OR

- (b) Compare the online marketing mix of myntra.com using the traditional media to complement the online marketing mix. **07**
- Q.3** (a) "A marketer should focus on sustainable, long-term ranking rather than search engine manipulation tactics." – Elaborate. **07**
- (b) Discuss various keyword match types that can be used by advertisers while designing their PPC campaign and their impact on performance of the campaign? **07**

OR

- Q.3** (a) What is a Search Query Report? Explain its importance in improving the performance of an PPC campaign with suitable example **07**
- (b) Explain E-mail Marketing Campaign Process and Data Capturing Methods **07**
- Q.4** (a) Explain the procedure of building relationships with different stake holders online **07**
- (b) How to use blogs? Discuss **07**

OR

- Q.4** (a) Discuss the impact of content in digital marketing. **07**
(b) What is social bookmarking? Discuss social Marketing on Digg. **07**

Q.5 Case Study

Baby Direct – Online Retailer of Baby Products in India

Baby Direct is a leading professional online store in India, and proudly Indian owned and operated business. It provides largest selections of unique and high quality baby products from top manufacture like nursery furniture, change tables, baby monitor, stroller, Prams, etc. The existing market is highly competitive with total matching search results pages numbering 14 - 50 million in Google alone for all terms in the initial organic SEO campaign. Competitors include numerous strong sites like “babyco.com.au”, “babybunting.com.au”, “babytrain.com.au” and others with many years of site age and a wide range of inbound links. This leading online store in India was losing online market share, and they got in touch with your employer (an SEO consultant) for web strategy and a complete, full-spectrum SEO campaign. The client’s goal was to get on top for the major keywords and utilize organic search (SEO) to increase lead volume and market share.

- (a) Develop list of important keywords for the company for SEO. **07**
Explain how it will help the client achieve its goal.
- (b) Do you think is digital platform is appropriate for such product line? Explain. **07**

OR

- Q.5** (a) Discuss the steps/strategies would you suggest to the client for the stated objectives. **07**
(b) Why organic search is more important for marketer than inorganic search? **07**
