

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER– III EXAMINATION – WINTER 2019

Subject Code: 3539215

Date:07-12-2019

Subject Name: Digital Marketing

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.

	Marks
Q.1 Explain the following: (2 marks each)	14
(a) Marketing	
(b) Search Engine	
(c) Mobile Advertising	
(d) Display Ads	
(e) Internet Advertising	
(f) Email Marketing	
(g) E- commerce	
Q.2 (a) Explain the difference between digital marketing from the traditional marketing.	07
(b) What are the types of buying Models? Explain in detail.	07
Or	
Q.2 (b) What is e-mail marketing and what are the advantages of e-mail marketing.	07
Q.3 (a) Write a digital marketing plan for any product?	07
(b) Discuss the digital Channels in detail.	07
Or	
Q.3 (a) What is the role of internet in marketing? Is it positive?	07
Q.3 (b) What is digital marketing strategy and its process?	07
Q.4 (a) What is the need of SEO and SEM in Business?	07
(b) Write a short note on Social Media Marketing with example of Facebook or Instagram.	07
Or	
Q.4 (a) What is the P.O.E.M framework? Explain	07
Q.4 (b) What are the advantages of Email marketing, content marketing? Also explain their disadvantages.	07

Q.5 Knorr has been making cooking easy since 1838. Its ready-made sauces and stock pots are available in nearly 90 countries worldwide and with annual sales over \$ 3 billion, it is parent company Unilever's biggest-selling brand. In Poland, Knorr's best-known product is Bulionetka; a stock used in soups and braised dishes. Even well-known brands can't stand still in the hyper-competitive FMCG category, especially when busy lifestyles mean that fewer and fewer Polish people take the time to cook at home. Knorr's new TV campaign was designed to raise awareness among women aged 25-49, but Knorr also wanted to reach a younger audience to drive sampling and sales.

- (a) Knorr approached you to prepare a suitable and multi-channel digital marketing Plan. **07**
- (b) Which digital marketing channel will you use to attract younger audience to its product? **07**

Or

- Q.5**
- (a) Prepare a digital add to promote Knorr products and services in social media of your choice. **07**
 - (b) Justify your choice of social media? **07**
