

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA(INTEGRATED)- SEMESTER- VII EXAMINATION – WINTER 2020****Subject Code:2577161****Date:01/01/2021****Subject Name:Digital and Social Media Marketing****Time:10:30 AM to 12:30 AM****Total Marks: 47****Instructions:**

1. Attempt any THREE questions from Q1 to Q6.
2. Q7 is compulsory.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

- Q.1 (a)** Definitions / terms / explanations / short questions based on concepts of theory/practical **14**
- a. Info-Graphics
 - b. Ad Ranks
 - c. Cost per Click (CPC)
 - d. SEO
 - e. Cost per Milli (CPM)
 - f. POEM Framework
 - g. Bumper Ads
- Q.2 (a)** How twitter is different from other Social Media? What are the best practices in the content strategy for the Twitter Platform? **07**
- (b)** What is Mobile Marketing? Explain and differentiate between the different types of mobile advertising models. **07**
- Q.3 (a)** What is on-page SEO? How to perform on-page Optimization? **07**
- (b)** Explain POEM framework in digital marketing strategy. **07**
- Q.4 (a)** What is off-page SEO? How will you do off-page optimization? **07**
- (b)** Explain the various buying models available in display advertising. **07**
- Q.5 (a)** What are the key metrics in web analytics? Explain in brief. **07**
- (b)** Suggest Google Ad Campaign for travelling blog. Explain the process of creating first Google ad campaign. **07**
- Q.6 (a)** What are the different types of Keywords? Explain in brief. **07**
- (b)** Write a note in impact of digital channels on IMC. **07**
- Q.7 (a)** Explain Ad Auction Model in detail. **05**
- OR**
- Q.7 (a)** Write a detailed note on Youtube Marketing. **05**
- (b)**
