Seat No.: _____   Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY
PGDDM – SEMESTER –I-EXAMINATION - WINTER 2021

Subject Code:1517501   **Date: 15-02-2022**
Subject Name: Fundamentals of 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   **Objective Questions**   **14**

1   E-marketing is the use of information technology in the process of creating, communicating and _____ value to the customers.
     A.   Propagating   B.   Distributing
     C.   Delivering   D.   Collaborating

2   Web 2.0 refers to _____.
     A.   Static web pages.   B.   Dynamic web-pages.
     C.   Static & dynamic web pages.   D   Older form of web pages.

3   Which of the following has not resulted in to the changing marketing landscape?
     A.   Big data   B.   E-commerce
     C.   Slow internet evolution   D.   Web 2.0

4   HTML stands for _____.
     A.   Hyper text marking language   B.   Hyper text marked language
     C.   Hyper text makeup language   D.   Hyper text markup language

5   CRM stands for _____.
     A.   Customer Relationship Management   B.   Customer Resources Management
     C.   Customer Relating Management   D.   Customer Retention Management

6   The 'D' in the AIDA model stands for _____.
     A.   Design   B.   Desire
     C.   Delegate   D.   Define

7   In a study, McKinsey and Media Matrix identified _____ user segments based on active user's time spent online, page/domains accessed and the amount of time spent per webpage.
     A.   Four   B.   Seven
     C.   Six   D.   Five

8 A method of promoting products or services to new customers using word of mouth is called _____.
    A.   Content marketing   B.   Viral marketing
    C.   Referral marketing   D.   Affiliate marketing

9 SERP stands for _____.
    A.   Search Engine Related Page   B.   Search Engine Result Page
    C.   Search Engine Response Page   D.   Search Engine Rated Page

10 _____ is defined as an active, creative and social process based on collaboration between producers and consumers that is initiated by firms to generate greater value for both firms and the customers.
    A.   Creative synergy   B.   Attribution
    C.   Collaboration   D.   Cocreation

11 The usual consumer buying decision model has _____ stages.
    A.   Four   B.   Six
    C.   Five   D.   Three

12 _____ marketing is a form of direct marketing using a list of customers in combination with other information to generate personalized communications.
    A.   Database   B.   Pooled
    C.   Targeted   D.   Query-based

13 From the perspective of CRM, the customer lifecycle has been divided in to _____ progressive stages.
    A.   Five   B.   Four
    C.   Six   D.   Seven

14 NLP stands for _____.
    A.   Natural Linguistic Processes   B.   Neural Language Processing
    C.   Natural Language Processing   D.   Neutral Linguistic Process

Q.2   **Answer the following in short:**   **21**

1. Define Digital marketing.
2. Explain Online CRM strategies.
3. Define digital engagement.
4. List various components of digital marketing.
5. What is owned media in digital marketing context?
6. What are the usual characteristics of an online buyer?
7. Define buyer persona.

Q.3   **Attempt the Questions (3 out of 5)**   **21**
(a) Critically evaluate the various online marketing domains.
(b) Contrast traditional marketing and digital marketing and justify your arguments.
(c) Differentiate between behavioural targeting and contextual targeting.

(d)	Analyze in details some social and ethical issues associated with digital marketing landscape.	
(e)	Present your arguments on how the online marketing mix is different from the traditional marketing mix.	
Q.4	**Case Study:**	**14**

Digital advertising in 2019 witnessed a 26% increase from 2018 to reach Rs. 13,683 crores, where the overall advertising growth was 9.4% as per the report by Dentsu Aegis Network. The digital marketing sector is booming and expecting to grow at 27% in 2020 to cross the 17,000 crores mark and is expected to touch Rs. 22000 crores by 2022. In 2020, India has around 700 million internet users, and the numbers are expected to grow to over 970 million users by 2025.

During pre-internet days, advertising was carried out via television, billboards, and radio advertisements. Advertising used to be very different than how it is today. Door to door advertisement and word of mouth publicity was playing a vital role in marketing. When the internet happened, everything changed.

Indians use the internet to do almost everything these days. Online learning, posting on social media, watching Netflix, reading e-books, playing video games, paying bills, and everything is possible online, so the amount of time Indians spend online is increasing gradually. India is outgrowing China as one of the leading markets for internet consumption.

Even though TV is still the most popular entertainment source, with 58.7% of people prefer TV over other sources, Digital is also catching up.

Questions:

(1) "Traditional marketing is here to stay." – Argue.
(2) Put forth your arguments on the factors that have enabled the growth of digital marketing.

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