

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER -III– EXAMINATION – WINTER 2021**

**Subject Code: 1539342**

**Date: 21-02-2022**

**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** Answer the following terms/concepts with suitable examples. **14**
- a. Digital Engagement
  - b. SEO
  - c. Sitemap
  - d. Key word
  - e. Online marketing mix
  - f. Web 2.0
  - g. Bookmarking
- Q.2 (A)** Differentiate the traditional and digital marketing in detail. **7**
- Q.2 (B)** How searching habits of people have changed over period of time? Also explain the working of search engines. **7**
- OR**
- Q.2 (B)** Explain the application of digital marketing in managing customer relationships. **7**
- Q.3 (A)** Describe the components of successful PPC campaigns. **7**
- Q.3 (B)** Illuminate how e mail marketing can be used to build and develop consumer and business relationships. **7**
- OR**
- Q.3 (A)** Discuss SEO process in detail. **7**
- Q.3 (B)** Explain how digital marketing can help the company integrate specific targeting objective of overall marketing plan. **7**
- Q.4 (A)** Explain various email etiquettes to be followed in professional communication. **7**
- Q.4 (B)** Discuss role and importance of content in social media marketing. **7**
- OR**
- Q.4 (A)** Discuss various social and ethical issues faced while implementing digital marketing. **7**
- Q.4 (B)** Explain the role of various social media platforms for community building and development. **7**
- Q.5** Analyse the following case and solve the questions given below.
- Two-wheeler market leader Hero MotoCorp on 19th October 2020 launched a new edition of its iconic Splendor motorcycle priced at Rs 64,470 (ex-showroom Delhi). A first-of-its-kind initiative in the motorcycle category, the new edition

of Splendor can be customised with the graphics of customer's choice at the time of purchase, Hero MotoCorp said in a release. The unique concept is a result of the company's innovative 'Hero CoLabs' contest.

Launched on April 7 2020, Hero CoLabs provided the ideal platform to enthusiasts, brand fans, students and professionals to showcase their creativity and design skill. As part of the contest, participants from across the country created graphic design themes for the Splendor+ motorcycle. Out of the thousands of entries, the top three designs have been put into production. This is an excellent example of Hero MotoCorp's new Vision and Mission of moving ahead with a collaborative approach and achieving synergy between the digital and physical world.

Within five months, they have put the winning designs, from the contest, into production and made them available to our customers. They will continue to bring more such creative initiatives in the future. These three designs are now available to customers to choose from and have one of them installed on their new motorcycle, the automaker said, adding customers can choose to purchase the motorcycle without any graphics as well.

- A. Explain how the company can make use of search engine optimisation to derive effectiveness in the promotion of its new brand. **7**
- B. Evaluate the impact of digital marketing on the target market/ audience of the brand. **7**

**OR**

- A. Explain how social media marketing can be beneficial to the brand for its digital promotion. **7**
- B. Evaluate the impact and benefit of digital media for the company in achieving its strategy of 'Hero CoLabs' contest. **7**

\*\*\*\*\*