

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Integrated– SEMESTER –VII-EXAMINATION – WINTER-2023

Subject Code:2577161**Date: 18-12-2023****Subject Name: Digital and Social Media 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.**
4. **Use of simple calculators and non-programmable scientific calculators are permitted.**

- Q.1** (a) What is Digital Marketing? Explain Evolution of Digital Marketing from traditional to modern era. **07**
(b) Discuss the role of internet in digital marketing. **07**
- Q.2** (a) Discuss Emergence of digital marketing as a tool. **07**
(b) Discuss P.O.E.M. framework for digital marketing. **07**
- OR**
- (b) Explain Digital marketing models with suitable example. **07**
- Q.3** (a) What do you mean by internet marketing? Discuss opportunity and challenges of internet marketing. **07**
(b) What do you mean by search engine advertising? Discuss Ad placement and Ad ranks. **07**
- OR**
- Q.3** (a) What do you mean by display marketing? Explain types of display Ads. **07**
(b) Discuss YouTube marketing with suitable example. **07**
- Q.4** (a) What do you mean by Social Media Marketing? Discuss its penetration and characteristics. **07**
(b) Discuss a successful social media marketing strategy. **07**
- OR**
- Q.4** (a) Discuss Facebook Marketing and discuss how you can do business through Facebook marketing. **07**
(b) Discuss LinkedIn Marketing and state the importance of LinkedIn Marketing. **07**
- Q.5** (a) Discuss twitter marketing. How twitter Marketing is different than other forms of digital marketing? **07**
(b) What do you mean by mobile marketing? explain the forms of mobile marketing. **07**
- OR**
- Q.5** (a) What do you mean by web analytics? discuss google analytics & google Adwords **07**
(b) Write down short note on Programmable Digital Marketing. **07**
