

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA– SEMESTER –III-EXAMINATION – WINTER-2023**

**Subject Code: 2539407****Date:06/12/2023****Subject Name: Branding & 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** Explain the terms **14**
- a) E-Price
  - b) Click through rate
  - c) Landing Page
  - d) P.O.E.M.
  - e) Web 2.0
  - f) CRM
  - g) CPC
- Q.2 (a)** Explain the concept of brand positioning, emphasizing the importance of differentiation. **07**
- Q.2 (b)** Briefly describe the role of brand voice and personality in establishing brand identity. **07**
- OR**
- Q.2 (b)** Explain the importance of visual elements in shaping brand identity. **07**
- Q.3 (a)** How will you create a Google search campaign for any marketer? Explain the process and the key decisions to be taken **07**
- Q.3 (b)** Explain P-O-E-M framework in digital marketing strategy with reference to any Indian FMCG giant. **07**
- OR**
- Q.3 (a)** Why should you have Instagram in your social media plan? Explain the unique features of it. **07**
- Q.3 (b)** Explain in details about Behavior Targeting v/s Contextual Targeting. **07**
- Q.4 (a)** Examine the role of X (Twitter) in brand promotion, focusing on tweet strategies, hashtag campaigns, and the use of trending topics to enhance brand visibility. **07**
- Q-4 (b)** Discuss various social and ethical issues faced while implementing digital marketing **07**
- OR**
- Q.4 (a)** Explain the role of various social media platforms for community building and development. **07**

**Q.4 (b)** Explain how digital marketing can help the company integrate specific targeting objective of overall marketing plan. **07**

**Q.5** Analyse the following case and solve the questions given below. **14**

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.
- (b)** Evaluate the impact of digital marketing on the target market/ audience of the brand.

**OR**

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

\*\*\*\*\*