

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

Subject Code:3539215

Date: 11-12-2023

Subject Name: Digital Marketing

Time:10:30 AM TO 1:30 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.

		Marks
Q.1	Explain the following: (2 marks each)	14
	(a) SEO	
	(b) Mobile Advertising	
	(c) Internet Marketing	
	(d) Marketing	
	(e) Social Media	
	(f) Analytics	
	(g) P.O.E.M	
Q.2	(a) Explain the evolution of digital marketing from the traditional marketing.	07
	(b) What are the opportunities and limitations in the way of Digital Marketing?	07
	OR	
Q.2	(b) What are the primary models for PPC	07
Q.3	(a) Define social media marketing; Write a social media advertising plan for an e-commerce portal	07
	(b) Discuss the Impact of digital channels on IMC	07
	OR	
Q.3	(a) What are the advantages and disadvantages of Email marketing, content marketing, blog marketing and campaign marketing?	07
Q.3	(b) What is the trend in the digital marketing area?	07
Q.4	(a) Explain the concept of SEO in detail with its process.	07
	(b) Explain how to make Online Advertising more effective?	07
	OR	
Q.4	(a) What is Web analytics? How it contributes and benefits Digital Marketing?	07
Q.4	(b) Discuss the strategies for integrating digital and social media.	07
Q.5	Knorr has been making cooking easy since 1838. Its ready-made sauces and stock pots are available in nearly 90 countries worldwide and with annual sales over \$3 billion; it is parent company Unilever's biggest-selling brand. In Poland, Knorr's best-known product is Bulionetka; a stock used in soups and braised dishes. Even well-known brands can't stand in the hypercompetitive FMCG category, especially when busy lifestyles mean that fewer and fewer Polish people take the time to cook at home. Knorr's new TV campaign was designed to raise awareness among women aged 25-49, but Knorr also wanted to reach a younger audience to drive sampling and sales.	
	(a) Knorr approached you to prepare a suitable and multi-channel digital marketing plan to attract the younger audience to its products.	07
	(b) How can social media be used to increase the market share of the Brand?	07

OR

- Q.5** (a) Prepare a digital ad to promote Knorr products and services in social media of your choice. Justify your choice of social media **07**
- (b) Online consumers read reviews and recommendations when making a purchase. Justify? **07**
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