

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
PGDDM - SEMESTER - I EXAMINATION - WINTER 2025

Subject Code: DM01076021

Date: 26-12-2025

Subject Name: Fundamentals of Digital Marketing

Time: 10:30 AM TO 12:30 PM

Total Marks: 50

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 Attempt ANY 7	14
(A) Define Digital Marketing.	
(B) What do you mean by Digital Engagement?	
(C) Mention two Types of Digital Marketing with examples.	
(D) Concept of E-Product	
(E) What is Web 2.0 ?	
(F) Define Behavioral Targeting.	
(G) Define influencer marketing	
(H) Example of any influencer marketing.	
Q.2 Multiple Choice Questions (All Compulsory)	12
(1) Which of the following best defines digital marketing? A. Marketing using television and print media B. Marketing that uses internet-based digital technologies C. Selling products door-to-door D. Word-of-mouth marketing	
(2) Which of the following is not a characteristic of digital marketing? A. Measurable results B. Interactivity C. Limited reach D. Personalization	
(3) Which of the following is a major advantage of digital marketing over traditional marketing? A. Expensive to execute B. Provides real-time analytics C. Limited customer feedback D. Static communication	

- (4) “E-Place” in digital marketing refers to:
- A. The price of the product
 - B. The online distribution and availability of a product
 - C. Physical retail locations
 - D. The advertising channel
- (5) Which of the following is a key component of E-Public Relations?
- A. Employee salary management
 - B. Online reputation management and press releases
 - C. Supply-chain coordination
 - D. Pricing strategies
- (6) Behavioral targeting means:
- A. Showing ads based on user browsing and online activity
 - B. Showing ads on unrelated websites
 - C. Showing the same ad to everyone
 - D. Sending bulk emails to random users
- (7) Contextual targeting focuses on:
- A. Past purchases of the customer
 - B. The content of the webpage being viewed
 - C. Demographic segmentation only
 - D. Social media likes
- (8) CRM in digital marketing stands for:
- A. Customer Relationship Management
 - B. Channel Resource Management
 - C. Content Review Method
 - D. Customer Retention Mechanism
- (9) A company uses customer browsing patterns and purchase history to send personalized product recommendations via email. This is an example of:
- A. Contextual Targeting
 - B. Traditional Advertising
 - C. Behavioral Targeting
 - D. Social Media Marketing
- (10) Which of the following best describes the implication of digital marketing for businesses?
- A. It limits a brand’s ability to reach global markets.
 - B. It enables two-way communication and measurable engagement.
 - C. It makes product feedback less accessible.
 - D. It reduces the importance of customer relationships.
- (11) In online consumer behavior, the term Web 2.0 marketing primarily emphasizes:
- A. Broadcasting one-way messages through static websites.
 - B. User participation, interactivity, and content co-creation with brands.
 - C. Limiting consumer feedback for brand protection.
 - D. Relying on traditional communication channels.
- (12) What does e-CRM stand for?
- A. Electronic Customer Relationship Management
 - B. Enterprise Customer Retention Model
 - C. Enhanced Client Record Management
 - D. Electronic Channel Resource Model

- Q.3 (a)** Explain the difference between traditional and digital marketing. Discuss how digital transformation has changed consumer interaction with brands. **07**
- (b)** Explain the elements of the online marketing mix (E-Product, E-Price, E-Place, E-Promotion, and E-Public Relations) with examples. **07**

OR

- (a)** Define digital marketing. Explain its characteristics. **07**
- (b)** Discuss the opportunities and challenges faced by marketers in the digital environment. Give suitable examples. **07**

Q.4 Amazon India has become one of the most successful e-commerce platforms in the country, largely due to its intelligent use of electronic customer relationship management (e-CRM) and targeted marketing strategies. The company collects enormous amounts of customer data, including browsing behaviour, purchase patterns, product ratings, and search histories. Using this data, Amazon applies behavioural targeting to predict what each customer is most likely to buy next. When a user views a mobile phone, for example, Amazon's system immediately recommends accessories such as phone cases, chargers, or screen protectors — enhancing both convenience and cross-selling opportunities.

Amazon also uses contextual targeting, showing relevant product ads on websites or within its app based on customer intent and context. For instance, during the festive season, users searching for home décor or gifting items receive personalized deals related to Diwali or Christmas offers. The platform's e-CRM system plays a crucial role in maintaining continuous engagement. Personalized email campaigns, order updates, wishlist reminders, and loyalty rewards through Amazon Prime strengthen long-term customer relationships.

From a consumer behaviour perspective, Amazon's success lies in understanding the Indian consumer's psychology — the desire for value, trust, and convenience. Its recommendation algorithms, user-friendly app interface, and reliable delivery experience build confidence and satisfaction. Additionally, through data analytics and feedback mechanisms, Amazon identifies potential dissatisfaction early and resolves issues proactively, thereby turning complaints into opportunities for loyalty. Overall, Amazon India demonstrates how integrating e-CRM with data-driven targeting and consumer behaviour insights leads to higher engagement, retention, and sustained competitive advantage.

- (a)** Analyze how consumer behaviour insights help Amazon India design effective targeting strategies. Explain the role of behavioural and contextual targeting in influencing buying decisions. **10**

OR

- (a)** Discuss the relationship between e-CRM, consumer satisfaction, and long-term customer retention in the digital marketplace using Amazon India as an example. **10**
