

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED - SEMESTER - VII EXAMINATION - WINTER 2025

Subject Code: 2577161

Date: 25-11-2025

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.**

	Marks
Q.1 (a) A retail fashion brand wants to shift from traditional marketing (print ads & billboards) to digital marketing. Suggest a practical digital marketing approach the company should adopt and justify your recommendations.	07
(b) Using the P.O.E.M. framework, design a basic promotional strategy for a new café planning to launch online.	07
Q.2 (a) Identify and explain the major drivers that would influence a startup to adopt digital marketing over traditional methods. Provide real-world examples.	07
(b) What is Search Engine Advertising (SEA)? Explain Ad placement and Ad Rank.	07
OR	
(b) small business wants to expand its online presence. Explain how Internet Marketing can help them and discuss at least 3 real opportunities and 2 practical challenges they might face.	07
Q.3 (a) A company is launching a new skincare product. Recommend which display ad buying model (CPC, CPM, CPL, CPA) they should use in different campaign stages and justify your choices.	07
(b) Describe the steps involved in building a successful social media marketing strategy.	07
OR	
(a) Explain LinkedIn marketing and its role in lead generation	07
(b) What is Influencer Marketing? Explain its role and tools.	07
Q.4 (a) A news portal wants to use X to grow impressions and engagement. What content strategy and ad options would you recommend?	07
(b) A food delivery company wants to run app-based promotions during weekends. Suggest suitable mobile marketing strategies they can use.	07
OR	
(a) For a new website of an online bakery, prepare a practical on-page and off-page SEO checklist.	07

- (b) You are running an SEM campaign for a real-estate project. Explain how Google Ads can help generate qualified leads. **07**
- Q.5** (a) An e-commerce website wants to understand which digital marketing channel contributes most to sales. Explain how multi-channel attribution will help them. **07**
- (b) A mobile app wants to increase user retention. Explain how mobile advertising analytics can guide them in making better marketing decisions. **07**

OR

- (a) A brand wants to use social media analytics. Explain 5 important metrics with examples. **07**
- (b) Write differences between display and search ads using real example **07**
