

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - III EXAMINATION - WINTER 2025

Subject Code: MB03092171

Date: 22-12-2025

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 ALL 7 Questions must be Compulsory.	14
(a) Interruption Marketing	
(b) Digital Marketing	
(c) CPC (Cost Per Click)	
(d) SEM (Search Engine Marketing)	
(e) Organic Search	
(f) Ad Auction	
(g) M-Commerce (Mobile Commerce)	
Q.2 (a) Explain the honeycomb model in digital marketing with examples.	07
(b) What is a Digital Marketing Strategy? Explain the digital consumer decision journey in detail.	07
OR	
(b) Explain the P-O-E-M framework in digital marketing strategy	07
Q.3 (a) Differentiate between CPM vs CPC pricing	07
(b) Why you will include LinkedIn in your social media plan? Explain its importance.	07
OR	
(a) What is display advertising? Explain in detail various types of display ads.	07
(b) How can you use Facebook for marketing your commercial venture? Explain in detail	07
Q.4 (a) Define search engine and explain search engine optimization	07
(b) Explain Black Hat and White Hat SEO techniques with examples.	07
OR	
(a) List the advantages and disadvantages of mobile marketing	07
(b) List the key metrics of web analytics in detail.	07

Q.5**Case Study: “SipSmart – Digital Marketing for a Healthy Beverage in India”**

SipSmart, a new Indian brand of herbal and immunity-boosting drinks, aimed to capture the growing health-conscious segment in urban India. The company’s challenge was to create awareness and drive trial among young professionals who were heavily influenced by social media and peer recommendations.

To address this, SipSmart implemented a digital-first marketing strategy. The brand collaborated with fitness influencers on Instagram and YouTube to showcase how SipSmart fits into a healthy lifestyle. Short-form videos demonstrated product benefits, such as “boost immunity” and “refresh naturally,” paired with visually appealing content of vibrant packaging and natural ingredients. The campaign used targeted Facebook and Instagram ads, reaching consumers based on age, location, and health interest.

The brand also launched interactive campaigns like the “7-Day Immunity Challenge,” encouraging users to share their experience on social media. This created organic engagement and word-of-mouth promotion. Personalized email campaigns offered first-time discounts and subscription plans, leveraging data analytics to send timely reminders to interested customers.

As a result, SipSmart gained significant traction within three months — app downloads increased, social media engagement grew, and repeat purchases from early adopters rose. The campaign highlighted the importance of combining cultural insights (emphasis on wellness and natural ingredients) with digital marketing tactics to influence consumer behavior.

(a) How did SipSmart use digital marketing to engage its target audience? **07**

(b) What strategies helped create positive consumer perceptions about the brand? **07**

OR

(a) How did cultural insights influence the marketing strategy? **07**

(b) What lessons can marketers learn from SipSmart’s digital campaign? **07**
