

Enrollment No./Seat No.:

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

Subject Code: MB03096041

Date: 20-12-2025

Subject Name: Advanced 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.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Digital Marketing	
(b) Segmentation	
(c) User Experience (UX)	
(d) Influencer Marketing	
(e) Search Engine Optimization	
(f) Marketing Automation	
(g) Google Analytics	
Q.2 (a) Explain the evolution and growth of digital marketing	07
(b) Differentiate between traditional and digital marketing with examples.	07
OR	
(b) Discuss the concept of digital consumer behavior.	07
Q.3 (a) Describe the importance of a website in digital marketing.	07
(b) Explain On-page and Off-page SEO techniques with examples.	07
OR	
(a) What is Search Engine Marketing (SEM)? Explain its process and importance.	07
(b) Discuss the role of User Experience (UX) in website performance.	07
Q.4 (a) Discuss the role of influencer marketing in digital strategy.	07
(b) Discuss the steps in creating an effective social media content calendar.	07
OR	
(a) What are the steps in developing an email marketing campaign?	07
(b) Discuss ethical and legal issues in digital marketing.	07

Q.5**Case Study: “EcoKart – Digitally Driving Sustainable Shopping”**

EcoKart is a newly launched Indian e-commerce platform specializing in eco-friendly products such as bamboo toothbrushes, reusable bags, and organic skincare. Despite having high-quality products, EcoKart struggled to attract customers during its first three months.

To build awareness, EcoKart’s marketing team designed a digital-first campaign. They developed a user-friendly website optimized with SEO keywords like eco-friendly products India and sustainable living essentials. Social media marketing on Instagram and Facebook showcased influencer collaborations, where lifestyle bloggers demonstrated product benefits through short videos.

EcoKart also implemented email marketing automation, sending personalized offers and educational content like “10 Easy Ways to Live Green.” A mobile-friendly version of the website with push notifications reminded users of abandoned carts. To measure campaign performance, the team used Google Analytics to track user sessions, bounce rates, and conversions.

The brand’s engagement grew rapidly — website traffic doubled, sales increased by 60%, and repeat purchase rates improved significantly. EcoKart’s strategy demonstrated how integrating digital tools (SEO, social media, email automation, and analytics) can align with consumer values like sustainability and trust, driving both social impact and business growth.

(a) Which digital marketing tools did EcoKart use to enhance visibility? **07**

(b) How did influencer marketing contribute to EcoKart’s success? **07**

OR

(a) Why was mobile optimization crucial for EcoKart’s campaign? **07**

(b) What key lesson can be learned from EcoKart’s case? **07**
