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

Subject Code: N2539407   **Date: 19-12-2025**

Subject Name: Branding & 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	Attempt ANY 6 Questions.	**18**
(1)	Brand Personality	
(2)	Digital Engagement	
(3)	Cost per Acquisition (CPA)	
(4)	Online Reputation Management	
(5)	Value Proposition	
(6)	Contextual Advertising	
(7)	Lead Nurturing	

Q.2 (a) Explain the brand building process in detail and discuss how digital platforms support each stage.   **07**

(b) Discuss the role of brand identity elements (logo, colour, typography and brand voice) in creating brand recall in the digital environment.   **07**

OR

(b) A newly launched D2C skincare brand wants to enter the competitive Indian online market. As a digital marketing consultant, identify and apply key digital marketing characteristics that will help the brand attract, engage, and convert its target audience.   **07**

Q.3 (a) Explain the importance of content marketing in building long-term customer relationships through social media.   **07**

(b) Describe the P.O.E.M. framework and analyze how it helps brands optimize their digital media mix.   **07**

OR

(a) You plan to launch your own online coaching or consulting venture. Design a Facebook-based marketing approach explaining how you would use content, ads, and engagement tools to generate leads.   **07**

(b) A consumer purchases a smartphone after multiple online interactions. Map and analyze the consumer decision journey by applying digital touchpoints at each stage of the journey.   **07**

Q.4 (a) Select any Indian FMCG or retail brand and apply the P.O.E.M. framework to explain how the brand uses different digital media to strengthen its online presence. **07**

(b) An e-commerce company is experiencing low sales despite high website traffic. How would you apply PPC advertising to improve conversions? Explain the expected benefits with practical reasoning. **07**

OR

(a) An online education platform must choose between CPM and CPC pricing models for its advertising campaign. Apply both models to this situation and recommend the most suitable option with justification. **07**

(b) A news website wants to increase ad relevance and click-through rates. How would you apply behavioral targeting and contextual targeting, and in which situations would each be more effective? **07**

Q.5 Case: "VastraVibe – Building a Digital-First Indian Fashion Brand"

VastraVibe is a Bengaluru-based digital-first ethnic and fusion wear brand offering sustainable clothing for men and women aged 22–40. The brand focuses on handloom fabrics sourced directly from Indian artisans and sells exclusively through its website and mobile app.

Despite high product quality and ethical sourcing, VastraVibe faces challenges such as:

- Low brand awareness outside metro cities
- High cart abandonment rate
- Limited repeat purchases
- Increasing competition from well-funded fashion marketplaces

The company has a restricted marketing budget and wants to rely only on digital marketing tools. Management wants measurable outcomes such as lead generation, engagement, and conversions, while maintaining a strong and authentic brand image.

The brand plans to scale across Tier-2 cities within the next 12 months and aims to position itself as "Modern Indian Fashion with a Sustainable Soul."

(a) As a digital branding consultant, design an application-oriented digital branding and marketing strategy for VastraVibe.Your answer should include: **10**

- Target audience identification
- Brand positioning approach
- Role of digital touchpoints in building trust and differentiation

OR

(a) Apply the P.O.E.M. framework to recommend suitable digital media options for VastraVibe. Justify how each media type will help the brand improve visibility, engagement, and conversions. **10**

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