

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER - III EXAMINATION - WINTER 2019****Subject Code: 4539287****Date: 02-12-2019****Subject Name: Digital and Social Media Marketing****Time: 10:30 AM TO 1:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Support your answers with relevant examples wherever applicable.

Q. No.	Question	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) P.O.E.M. (b) Click through rate (c) Call To Action (d) Lead generation (e) Search Engine Marketing (f) ORM (g) Social Media Marketing	14
Q.2	(a) In your opinion, does Digital Marketing deserve its appreciation as an effective communication medium? Express your opinion in light of the growth of DM as a vital tool of marketing. (b) Imagine yourself as an owner of a business venture. You are asked to identify the strengths and capabilities of the different digital and social media platforms which can help you in marketing your venture. OR (b) Think of a recent campaign (by any type of organization) that you came across on the digital landscape (website / Social media / etc.). Did you like or dislike the campaign? What were the reasons for the same? (Explain aspects of the campaign in brief).	07 07
Q.3	(a) What is SEO? Explain the difference between on-page and off-page SEO. Explain major on-page SEO tools and techniques. (b) How can you use Facebook for marketing your personal commercial venture? OR	07 07
Q.3	(a) Explain the significance of mobile marketing, along with the types of mobile marketing. (b) How will you create a Google search campaign for any marketer? Explain the process and the key decisions to be taken.	07 07
Q.4	(a) Content is king in DSMML. But your content should have the right kind of keywords. Why are keywords so important? Which are the different types of classifying keywords? (b) You are a marketing solutions provider in a prominent city in Gujarat, with ambitions of becoming a national marketing consultant. How can LinkedIn and Twitter be helpful to you? Explain the tools which you would use on these platforms. OR	07 07

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Table of Contents 3340901 Question Papers Gtu Last 3 Years

1. Understanding the eBook 3340901 Question Papers Gtu Last 3 Years
 - The Rise of Digital Reading 3340901 Question Papers Gtu Last 3 Years
 - Advantages of eBooks Over Traditional Books
2. Identifying 3340901 Question Papers Gtu Last 3 Years
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an 3340901 Question Papers Gtu Last 3 Years
 - User-Friendly Interface
4. Exploring eBook Recommendations from 3340901 Question Papers Gtu Last 3 Years
 - Personalized Recommendations

- 3340901 Question Papers Gtu Last 3 Years User Reviews and Ratings
- 3340901 Question Papers Gtu Last 3 Years and Bestseller Lists
- 5. Accessing 3340901 Question Papers Gtu Last 3 Years Free and Paid eBooks
 - 3340901 Question Papers Gtu Last 3 Years Public Domain eBooks
 - 3340901 Question Papers Gtu Last 3 Years eBook Subscription Services
 - 3340901 Question Papers Gtu Last 3 Years Budget-Friendly Options
- 6. Navigating 3340901 Question Papers Gtu Last 3 Years eBook Formats
 - ePub, PDF, MOBI, and More
 - 3340901 Question Papers Gtu Last 3 Years Compatibility with Devices
 - 3340901 Question Papers Gtu Last 3 Years Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of 3340901 Question Papers Gtu Last 3 Years
 - Highlighting and Note-Taking 3340901 Question Papers Gtu Last 3 Years
 - Interactive Elements 3340901 Question Papers Gtu Last 3 Years
- 8. Staying Engaged with 3340901 Question Papers Gtu Last 3 Years
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers 3340901 Question Papers Gtu Last 3 Years
- 9. Balancing eBooks and Physical Books 3340901 Question Papers Gtu Last 3 Years
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection 3340901 Question Papers Gtu Last 3 Years
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine 3340901 Question Papers Gtu Last 3 Years
 - Setting Reading Goals 3340901 Question Papers Gtu Last 3 Years
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of 3340901 Question Papers Gtu Last 3 Years
 - Fact-Checking eBook Content of 3340901 Question Papers Gtu Last 3 Years

- Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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