

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.DM. (b) Click through rate (c) Call To Action (d) Lead generation (e) Search Engine Marketing (f) CRM (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 DMI 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 (c) 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).	47
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	47
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.	47
Q.4	(a) Content is king in DSM. 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	47

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