

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER– III EXAMINATION – WINTER 2020****Subject Code:4539287****Date:02/01/2021****Subject Name:Functional Elective_Digital and Social Media Marketing
(DSMM)****Time:10:30 AM TO 12.30 PM****Total Marks: 47****Instructions:**

1. Attempt any THREE questions from Q1 to Q6.
2. Q7 is compulsory.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

- Q.1** Explain the meaning of the following terms. **06**
(a)
(a) Digital Marketing
(b) Click Through Rate
(c) Supply Side Platform
- (b) **06**
(a)Quality Score
(b)Ad Rank
(c)SERPs
- Q.2** (a) What are the major differences between traditional and digital marketing? **06**
(b) What is Digital Marketing Strategy? Explain the consumer decision journey in detail. **06**
- Q.3** (a) What is Twitter Marketing? Explain the different types of campaigns under Twitter Ads? **06**
(b) Explain different types of Facebook Adverts and how they can be mapped to different marketing objectives. **06**
- Q.4** (a) What content Strategy works for LinkedIn? **06**
(b) In an ad campaign, between CPC and CPM, how do you evaluate which is the better of the two? **06**
- Q.5** (a) Explain the various buying models available in display advertising. **06**
(b) 'Keywords are the single most important component of the search advertisement' – Explain this statement. **06**
- Q.6** (a) What is Mobile Marketing? Explain mobile campaign development process in detail. **06**
(b) Explain the major differences between on-page and off-page optimization. **06**

Q.7

CASE STUDY:

YOUTUBE CASE STUDY DOVE SHOWEROKE

Dove was challenged to expand their consumer base to include vibrant younger women and they wanted to do so with a new product called “Dove Go Fresh”. Seeing how music is considered to be an influence in the daily lives of younger women and how women are more comfortable singing in the shower while alone, Doves, strategy was to create an online content for women to perform and own their shower experience online, giving every woman a chance to be a star. They called the campaign Dove Showeroke. Showeroke is pronounced like Karaoke.

Dove created a micro site where users customized their shower experience by selecting different designs and as they remixed the shower experience the music changed along with it. Users uploaded YouTube videos of themselves performing with Dove in the background. Fans voted for their favorite. The contest ended with the top performers singing live with a band and shower design behind them. The crowd at the live show picked the winner.

The results of the Showeroke YouTube campaign were as follows : -

1. Showeroke video and blog entries were picked up by several blogs, generating a readership of 18.000 people.
2. Dove bar annual penetration went up from 13.7% to 18.4%.
3. Dove body wash loyalty went up from 24% to 27.6%.
4. Dove won Best Creative Campaign ICON Award.
5. Leveraging Video Content to Represent Your Brand.

- (a) Do you think digital marketing agency should leverage the power of video content to represent one’s brand? **5.5**
- (b) “Note having a video presence on YouTube means brands are missing out on valuable online traffic” – Do you agree or disagree with this statement and why ? **5.5**

OR

- Q.7** (a) “Dove is a personal care brand” – Explain this statement. **5.5**
- (b) Based on the case study as a digital marketing manager, what are your recommendations for your brands YouTube videos? **5.5**
