

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER - 3 - EXAMINATION – SUMMER 2021

Subject Code: 4539287**Date: 13/08/2021****Subject Name: Digital and Social Media Marketing****Time: 02:30 PM TO 05:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** Definitions / terms / explanations / short questions based on concepts of theory/practical **14**
- (a) SEM v/s SEO
 - (b) Pay per Click
 - (c) Quality Score
 - (d) Gamification
 - (e) Crawling & Indexing
 - (f) types of blogs
 - (g) E-place
- Q.2** (a) Write a note of traditional v/s digital marketing with examples. **07**
- (b) Explain POEM framework with suitable example. **07**
- OR
- (b) Digital marketing models are providing useful frameworks for digital audits, planning and strategy. Discuss any two models in brief. **07**
- Q.3** (a) What do you mean by Digital marketing mix? Explain the five state of an offering mix across the E- product. **07**
- (b) What is Search Engine Optimization? Discuss its importance in today's marketing environment **07**
- OR
- Q.3** (a) A marketer should focus on sustainable, long-term ranking rather than search engine manipulation tactics." – Elaborate. **07**
- (b) What is a Search Query Report? Explain its importance in improving the performance of a PPC campaign with suitable example. **07**

- Q.4** (a) Explain the procedure of building relationships with different stake holders online through social media. **07**
- (b) Discuss how high-quality links from authority sites are important in achieving higher search rankings. **07**

OR

- Q.4** (a) What are the different types of mobile marketing? Discuss with suitable example. **07**
- (b) Discuss the reasons why companies are turning towards PPC advertising? What are the major benefits of PPC? **07**

Q.5 CASE STUDY:

Social media has changed all the traditional notions of marketing across all industries. The Indian Luxury Hotels segment is not far behind, still in its nascent stage on social media but nonetheless they have upscale their marketing efforts.

This campaign was two conducted in Mumbai' Hotel Trident at BKC; the life span of this campaign was two days beginning from 29th March 2014 -30th march 2014. They invited 3 social media influencers to participate in this campaign, where they had to spend the two days in the hotel using Twitter (Mainly) & Instagram to avail all the facilities of the hotel using the hashtag#TidentSocialHotel and by attaching their Twitter handle as well.

There were two quick activities around this campaign – the #Tweesurehunt and #Instachallenge. In the #Tweesurehunt task they were given clues, the answers where in the hotel itself they needed to reach each destination in order to unlock the next clue. In the #Instachallenge, they were tweeted the clues and needed to click pictures and post them.

They even ran a contest simultaneously on their twitter handle on 30th March 2014 which was open to all; they had to answer 10 questions correctly (After deciphering the images) by using their twitter handle and with the #Trident SocialHotel. And the winner stood a chance to win a free night stay at the Trident BKC hotel. This led to a lot of participation, increased engagement and increase in the number of followers as well.

- (a) If you have been selected for this campaign which platform of social media you will be utilized and why? **07**

- (b) Discuss the various campaign run by Trident hotel on social media. Give your opinion about their effectiveness. 07

OR

- Q.5 (a) Number game and social media associates closely with each other. Discuss. 07
- (b) Influencers are playing important role in social media marketing. Discuss. 07
