

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –III-EXAMINATION – WINTER-2022

Subject Code: 4539287

Date:25/01/2023

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. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q-1 Answer the following. 14**
- (a) Search engine
 - (b) Unique user
 - (c) Page view
 - (d) CPL
 - (e) Off-page optimization
 - (f) Tracking code
 - (g) Pay for Search Advertisements
- Q-2 (a) Explain types of digital marketing? 07**
(b) Describe P.O.E.M. framework in digital media marketing. 07
- OR**
- (b) Write a note on: Display advertising 07**
- Q-3 (a) Discuss the statement ‘LinkedIn the virtual employment exchanges a strategic marketing tool.’ 07**
(b) Explain any two models of digital marketing. 07
- OR**
- Q-3 (a) What is Multi channel attribution & how does it guides media managers 07**
(b) Assume role of a social media manger for a floating restaurant in a lake within the city of Ahmedabad, Gujarat & design a social media marketing strategy. 07
- Q-4 (a) How can a social media marketer track its social presence? Explain in detail. 07**
(b) Who is an “influencer”? Elaborate its role in digital platforms. 07
- OR**
- Q-4 (a) How twitter Marketing is different than other forms of digital marketing 07**
(b) Explain the working of search engines & its effect on social media planning tactics. 07

Q-5 Case Study

Jute fabric comes from the jute plant. The fibers are rough and textured, and they're extremely durable. It is a natural fiber, also called as the 'golden fiber' due to its shiny golden color. It is Environment-friendly and bio-degradable, jute is also an important cash crop for India Jute is used for clothing, cordage and sacking etc. . After cotton, it is the cheapest and most significant of all textile fibers. Jute is the lowest priced lignocellulosic, long vegetable bast fiber accessible around the globe.

An organic jute fabric manufacturer Jovial Pvt. Ltd. is looking up to upscale his business. To gain momentum, the business needed orders. But the market for organic jute fabric is weak. Consumers in the market do not understand the difference between fabric composition & when it comes down to jute fabric there are lot of synthetic manufacturers of jute. Organic Jute was a soft and eco-friendly fabric. Another advantage to this amazing soft material was that it is also hypo-allergenic, meaning it is not likely to cause any allergic reactions or skin irritation. Organic jute is anti-allergic a bit thick but very absorbent material that commands a premium. The business Jovial Ltd. is looking for creating awareness about organic jute fabric which in turn will boost demand for the fabric. The manufacturer intends to achieve this in organic way.

- (a) Which digital tools are available to Jovial Pvt. Ltd? 07
- (b) Make a social media plan for the brand. 07

OR

- Q-5 (a) Which objectives of Jovial can be achieved through IMC including digital marketing plan? 07
- (b) How will the social media plan be evaluated? 07
