

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA- SEMESTER - III-EXAMINATION- SUMMER-2023

Subject Code: 4539287

Date: 30/06/2023

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

Q. No.	Question Text and Description	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Digital landscape (b) Ad Ranks (c) Micro Blogs (d) Push digital marketing (e) Tracking code (f) SEO (g) CPA	14
Q.2	(a) What kind of Digital marketing strategy is used in MNC? Explain with proper examples?	07
	(b) YouTube and instagram marketing is trending now days in every industry? Explain in detail why?	07
	OR	
	(b) Difference between CPC and CPM	07
Q.3	(a) Write a short note on P.O.E.M. framework?	07
	(b) How can digital entrepreneurs use Google Analytics to measure the effectiveness of their digital efforts? Which are some of the Digital Marketing mix?	07
	OR	
Q.3	(a) Imagine you are a fresher and you are asked to make LinkedIn account for a new company. What strategies you will apply for Lead Generation through LinkedIn?	07
	(b) How bloggers frame content strategy and try to become most influenced blogger in India? Explain	07
Q.4	(a) Explain in detail Search engine and its working pattern with a example?	07

- (b) Explain the significance of mobile marketing along with the types of mobile marketing? 07

OR

- Q.4 (a) Why it is important for all brands to Build a successful social media marketing strategy? 07

- (b) Explain different types of Display Ads Face book uses for Marketing of different products? 07

Q.5 CASE STUDY:

TATA Group

TATA is a major player in the tractor and certain segments of the automobile market in India. After an impressive growth for a few years, the tractor market in India has been stagnating during 1998-1999 to 2000-2001. TATA has been selling its tractors and utility vehicles in foreign markets including USA. Some of the components for its products have been sourced from abroad. TATA has a 100 per cent subsidiary in USA, TATA USA, with a strong network of 100 dealers. TATA has a five per cent market share in the US market in the 20-30 horse power (HP) range. As a part of the strategy aimed at building a global supply chain, TATA USA has signed a memorandum of understanding (MoU) with the Korean tractor major Tong Yang, a part of the \$ 2 billion Tong Yang Moolsam group, according to which TATA will source high horse power (mostly 25-40 hp range) and sell them around the world under the TATA brand name. To start with, the premium range of tractors will be sold in the US. TATA current tractor range is more utility-oriented and lacks the aesthetic appeal that Tong Yang's tractors have a must for a strong presence in the US market.

- (a) What are the advantages and disadvantages of global sourcing? 07

- (b) How will the foreign market expansion help TATA? 07

OR

- Q.5 (a) How does the strategic alliance with Tong Yang benefit TATA? 07

- (b) What are the possible risks of the alliance? How can they be overcome/ minimized? 07
