

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER –III-EXAMINATION – WINTER-2023

Subject Code:4539287**Date: 02-12-2023****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. No.	Question Text and Description	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Explain Google Ad words (b) Explain a responsive web design (c) What is Content Marketing? (d) What are the Web Master tools? (e) What is digital marketing? (f) Crawling & Indexing (g) Framing content strategy	14
Q.2	(a) What kind of Digital marketing strategy is used with the help of instagram?	07
	(b) How Search engine and its working pattern have evolved till now? Explain with proper examples?	07
	OR	
	(b) What are the different types of mobile marketing? Explain with suitable example.	07
Q.3	(a) How does Creating Ad Campaigns work? Explain in detail with examples?	07
	(b) Different Trends used in digital advertising by multinational companies now a day?	07
	OR	
Q.3	(a) How YouTube has built a platform for all the users for successful social media marketing strategy? Explain	07
	(b) What is penetration? Explain major on-page SEO tools and techniques?	07
Q.4	(a) What is Twitter marketing? How twitter Marketing is different than other forms of digital marketing?	07
	(b) Write a short note on Cost per Acquisition?	07
	OR	
Q.4	(a) What is the role of Internet in Digital Marketing mix?	07
	(b) Explain the impact of digital channels on IMC with examples?	07

Q.5

CASE STUDY:

Tensator is a small company which until a few years ago was not known for its innovation. The company's Sales and Marketing Director Terry Green stated that 'I'm a very firm believer that innovation doesn't need to be revolutionary. Tensator is a light engineering business which manufactured the Constant Force Spring, a device used in the manufacture of car seat belts throughout Europe. Although the company continues to produce this product for this market, it is now far more successful in the production of more recently introduced new product lines. When Green joined the company in 1989, he realized that there was much more potential for the company. In 1978 it had put forward plans for the use of the Constant Force Spring in the production of queuing barriers for supermarkets and banks, etc. 'We hadn't done much with it', recalled Green, 'even though there was a feeling it could be developed further'. He persuaded the company to focus on this new product idea. As a result of the company's research and development, This was a dramatic improvement on the sales generated by the original product which was developed in 1978 and which had now become just a small part of the company's turnover.. These and other innovations were developed very Research was undertaken where customers, current and potential, were asked to give opinions on the viability of such a product and how it could improve on the products that were currently available. The market research proved to be invaluable. 'It was hardly rocket science, but it made us realize that what matters is what the customer wants to buy', noted Green.Total turnover had risen more than threefold since 1988 to £10 million, with employee numbers only rising over the same period from 120 to 200. Green makes the point, 'Innovation is about the successful implementation of new ideas, it's as simple as that. It's not necessarily about coming up with new inventions. It boils down to pretty basic stuff. It's about tweaking the way you do things rather than jettisoning one big idea for another'.

(a) Why do you think the new application of the Constant Force Spring is more successful than its predecessor? **07**

(b) How social media will be helpful for the success of the business with reference to above case? **07**

OR

Q.5 (a) Where do you think the new product is in its life cycle? Give reasons for your answer. **07**

(b) Design a digital marketing pattern for the above case? **07**
