

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER– III EXAMINATION – WINTER 2020

Subject Code:1539342**Date:05/01/2021****Subject Name:Digital Marketing****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 A** Definitions 06
 (a) e-WOM
 (b) Pay per Acquisition
 (c) Google AdWords
- Q.1 B** Definitions 06
 (a) Paid search
 (b) Content writing
 (c) SEM
- Q.2** (a) What do you mean by digital marketing? Discuss its importance in modern era of business 06
 (b) Discuss the methods of consumer engagement through Social media 06
- Q.3** (a) What do you mean by online traffic? How it can be developed 06
 (b) Define social media marketing; Write a social media advertising plan for an e-commerce portal. 06
- Q.4** (a) Is online reputation management important? Suggest a suitable ORM strategy for a new retail setup 06
 (b) What are the objectives of Email Marketing? Discuss the Email Marketing practices 06
- Q.5** (a) what is search advertising and write how it is different from Display advertising 06
 (b) Write notes on SEO, SEM and search advertising 06
- Q.6** (a) Explain the need and importance of Digital Marketing 06
 (b) “Future of digital marketing is apps and games”. Comment 06
- Q.7** Ice cream brand wanted to boost awareness of new product during the summer
 Alimpex Food is one of the Czech Republic’s major distributors of frozen, chilled and ambient foods. In addition to representing well-known global brands, it also manufactures products under its own brand names. The brand wanted to boost awareness of

Manhattan—its New York City-inspired ice cream brand—during the summer by getting audiences excited about a promotional contest.

Alimpex Food asked digital marketing agency MarketUP to help it create engaging ads to build a buzz around Manhattan ice cream and promote the contest. The first phase of the 6-week campaign, the team sought out potential customers, using mobile-friendly vertical video ads and ads in carousel format that invited people to try Manhattan ice cream. These ads were shown to Czech people aged 18–34 across Facebook, Instagram, Messenger and Audience Network. People were invited to visit the contest landing page and submit their favourite ice cream flavour to be in with a chance of winning one of 2 trips to New York.

Ice cream brand Run promotional contest using Facebook to create awareness. Through the showing video to the people connected on social media platform. People generally on Facebook or social media have sufficient time to explore such campaign. People who viewed the video ad were reminded to enter through Audience Network banners where 76% of the target audience saw ads more than 2 times with 19-point lift in ad recall.
The challenge

People who viewed the video ad or visited the website but who did not enter the contest were reminded to enter through Audience Network banners, an Audience Network ad format that appears at the bottom of the display in selected websites and apps, outside of the Facebook family of apps.

Later, MarketUP helped Alimpex Food run a Facebook brand lift study to measure the impact of the campaign on ad recall.

Alimpex Food's successful summer 2018 campaign built strong engagement for the contest, as well as a significant boost in ad recall:

- 76% of the target audience saw ads more than 2 times
- 19-point lift in ad recall
- 7-point increase in brand awareness

Martin Kincl, Marketing Director, Alimpex Food, said: "Based on the results of the brand lift study we completed with Facebook, we can see clearly that this campaign helped us build brand awareness and purchase intent across the Czech Republic. Overall, we have seen our revenues increase by 20% following this campaign."

- (a) What is the strategy made by Alimpex Company through digital planform? What is the outcome of campaign? **5.5**
- (b) Promote campaign through Social media was right decision of company. Give your opinion with brief discussion. **5.5**

OR

- (a) If you were decision taker for Alimpex which strategy is implemented by you on Digital Platform. **5.5**
- (b) Recall brand through social media is sufficient to company to increase sells. Explain **5.5**

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