

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3– EXAMINATION – WINTER 2018

Subject Code: 3539215

Date: 13/05/2019

Subject Name: Digital Marketing (DM)

Time: 02:30 AM 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** Explain the meaning of the following terms **14**
(a) What is overlay ads and Mid-roll ads
(b) Explain the difference between CPC and CTR.
(c) What is Facebook avatar?
(d) Explain any two type of Twitter ads campaigns.
(e) What is Snapchat?
(f) What is Google AdWords?
(g) What is RSS Feeds
- Q.2** (a) Explain P-O-E-M framework in digital marketing strategy? **07**
(b) What are the major differences between traditional and digital marketing? **07**
OR
(b) Why should you have Instagram in your social media plan? Explain the unique features of it. **07**
- Q.3** (a) Explain the various buying models available in display advertising. **07**
(b) Explain the various kind of YouTube ads with example. **07**
OR
- Q.3** (a) Write a note on YouTube advertising. **07**
(b) What are all keyword match types available in Google adwords? **07**
- Q.4** (a) Write short note on the various types of social media campaign goals and the respective target groups. **07**
(b) Explain the various text – voice based tools available in mobile marketing. **07**
OR
- Q.4** (a) Explain the different types of web analytics tools available? Differentiate between their features. **07**
(b) Explain the black hat SEO techniques with example. **07**

Q.5

CASE STUDY:

Ariel actilift had an improved formula that removed tough stains. But the challenge was that consumers were not interested in such communication. Most scandinavian consumer thought there is no difference between detergent brands. The category showed lack of interest with lot of clutter and noise in communication.

Research showed that there were more than hundred thousand blog posts in Sweden alone on the subject of laundry education. Most of these posts were related to removal of tough stains. Ariel decided to focus on tough stains. The objective of the campaign was to prove that Ariel actilift has the power to remove tough stains.

- (a) Consider you are the digital marketing lead of same company. How would you use display advertising to promote Ariel new product. **07**
- (b) Consider you are the digital marketing lead of same company. How would you use YouTube advertising to promote Ariel new product. **07**

OR

Q.5

- (a) Create a twitter customer awareness strategy for an Ariel actilift. **07**
 - 1. How to reach first 100 followers without spending any budget on paid ads?
 - 2. Which type of targeting will work best for this Ariel actilift?
- (b) Prepare a digital PR strategy for Ariel including blogger outreach program, influencer marketing and press releases. **07**
