

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - III EXAMINATION - SUMMER 2026

Subject Code: MB03092171

Date: 19-05-2026

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.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Digital Marketing Mix	
(b) CTR	
(c) SEO	
(d) CPC	
(e) Influencer Marketing	
(f) Web Analytics	
(g) Skinning in Display Ad	
Q.2 (a) Differentiate between Traditional and Digital Marketing, and propose how businesses can combine both for an effective marketing strategy.	07
(b) Analyze the current digital marketing landscape and propose how the POEM Framework can be used to create an integrated campaign for a brand of your choice.	07
OR	
(b) Explain the concept of Digital Marketing and illustrate it with an example of any D2C brand. Outline a brief digital marketing plan for the selected brand.	07
Q.3 (a) Evaluate the importance of Social Media Marketing (SMM) in enhancing brand communication and customer engagement.	07
(b) Analyze various buying models used in display advertising and justify why companies are increasingly adopting the CPC model.	07
OR	
(a) Explain the significance of Content Marketing in digital brand-building with suitable examples.	07
(b) Develop a YouTube display marketing plan for an FMCG /fashionable trendy product by identifying suitable buying models, selecting ad formats and targeting parameters, and specifying success metrics.	07

- Q.4 (a)** Differentiate between SEO and SEM by analyzing on-page and off-page optimization techniques. **07**
- (b)** Design a LinkedIn personal branding strategy for yourself as a management student. Explain how you would use profile optimization, networking, and content sharing to build visibility and attract professional opportunities. **07**

OR

- (a)** Explain Mobile Marketing and discuss forms of mobile advertising and the role of mobile analytics in measuring performance. **07**
- (b)** Design an influencer collaboration plan for an organic skincare brand, covering content type, partnership format, and performance evaluation. **07**

Q.5 Urban Threads, a Gujarat based clothing start-up, launched its new Smart Casual Workwear Collection apparel line in 2025. The brand targeted young professionals through an integrated digital campaign blending social media, paid search, email marketing, and influencer content. The campaign began with a multi-platform launch: Instagram reels featuring creators, LinkedIn posts highlighting sustainable materials, and paid Google Ads targeting keywords such as “comfortable office wear” and “cotton formal shirts India.” The firm also sent personalized WhatsApp messages to existing customers with discount codes.

To manage budgets effectively, Urban Threads adopted a hybrid buying model aimed at improving reach and conversions. The marketing team set clear monthly goals for reach, engagement, CTR, and sales and tracked overall campaign performance using digital analytics tools and social media insights. Within six weeks, ad impressions increased by 45 %, website traffic by 70 %, and online sales by 35 %. However, the analytics report revealed high bounce rates on landing pages and lower conversion on mobile devices.

The team now wants to refine the content strategy, optimize SEO elements, and reallocate ad budgets based on data insights.

- (a)** Evaluate how Urban Threads could use re-targeting and re-marketing to increase customer retention. **07**
- (b)** Analyze how Urban Threads integrated multiple digital marketing channels to achieve campaign objectives. **07**

OR

- (a)** Recommend strategies to optimize campaign performance based on the analytics insights provided. **07**
- (b)** Analyze how data insights can be used to improve CTR in digital marketing campaigns, and propose strategies to optimize ad performance based on analytics findings. **07**

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - III EXAMINATION - WINTER 2025

Subject Code: MB03092171

Date: 22-12-2025

Subject Name: Digital and Social Media Marketing

Time: 10:30 AM TO 01:30 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.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Interruption Marketing	
(b) Digital Marketing	
(c) CPC (Cost Per Click)	
(d) SEM (Search Engine Marketing)	
(e) Organic Search	
(f) Ad Auction	
(g) M-Commerce (Mobile Commerce)	
Q.2 (a) Explain the honeycomb model in digital marketing with examples.	07
(b) What is a Digital Marketing Strategy? Explain the digital consumer decision journey in detail.	07
OR	
(b) Explain the P-O-E-M framework in digital marketing strategy	07
Q.3 (a) Differentiate between CPM vs CPC pricing	07
(b) Why you will include LinkedIn in your social media plan? Explain its importance.	07
OR	
(a) What is display advertising? Explain in detail various types of display ads.	07
(b) How can you use Facebook for marketing your commercial venture? Explain in detail	07
Q.4 (a) Define search engine and explain search engine optimization	07
(b) Explain Black Hat and White Hat SEO techniques with examples.	07
OR	
(a) List the advantages and disadvantages of mobile marketing	07
(b) List the key metrics of web analytics in detail.	07

Q.5**Case Study: “SipSmart – Digital Marketing for a Healthy Beverage in India”**

SipSmart, a new Indian brand of herbal and immunity-boosting drinks, aimed to capture the growing health-conscious segment in urban India. The company’s challenge was to create awareness and drive trial among young professionals who were heavily influenced by social media and peer recommendations.

To address this, SipSmart implemented a digital-first marketing strategy. The brand collaborated with fitness influencers on Instagram and YouTube to showcase how SipSmart fits into a healthy lifestyle. Short-form videos demonstrated product benefits, such as “boost immunity” and “refresh naturally,” paired with visually appealing content of vibrant packaging and natural ingredients. The campaign used targeted Facebook and Instagram ads, reaching consumers based on age, location, and health interest.

The brand also launched interactive campaigns like the “7-Day Immunity Challenge,” encouraging users to share their experience on social media. This created organic engagement and word-of-mouth promotion. Personalized email campaigns offered first-time discounts and subscription plans, leveraging data analytics to send timely reminders to interested customers.

As a result, SipSmart gained significant traction within three months — app downloads increased, social media engagement grew, and repeat purchases from early adopters rose. The campaign highlighted the importance of combining cultural insights (emphasis on wellness and natural ingredients) with digital marketing tactics to influence consumer behavior.

(a) How did SipSmart use digital marketing to engage its target audience? **07**

(b) What strategies helped create positive consumer perceptions about the brand? **07**

OR

(a) How did cultural insights influence the marketing strategy? **07**

(b) What lessons can marketers learn from SipSmart’s digital campaign? **07**
