

**P. P. SAVANI UNIVERSITY**

Fifth semester of B.B.A Examination  
November-2021

**SMBA3250 - Digital Marketing for New Enterprise**

23.11.2021, Tuesday

Time: 9:00 AM To 11:30 AM

Maximum Marks: 60

**Instructions:**

1. The question paper comprises of two sections.
2. Section I and II must be attempted in same answer sheets.
3. Make suitable assumptions and draw neat figures wherever required.
4. Use of scientific calculator is allowed.

**SECTION - I**

- Q - 1 MCQ/Short Question/Fill in the Blanks (Any Five) [05]
- (i) Digital Marketing components are organized into a framework called the \_\_\_\_\_.
- (ii) To create digital marketing strategy, from where a business should begin?
- (iii) What is SEO?
- (iv) What is sales funnel?
- (v) What is programmatic ad?
- (vi) What is dynamic ad?
- (vii) What is display ad?
- Q - 2 (a) Write a short note: Mobile Advertising [05]
- Q - 2 (b) What is digital marketing? What are the different opportunities and challenges of it? [05]

**OR**

- Q - 2 (a) How to do YouTube marketing? Explain different steps. [05]
- Q - 2 (b) Write a short note: 5P customer search insight model [05]
- Q - 3 (a) What are organic and paid listings on search engine? How can you differentiate both? [05]
- Q - 3 (b) Explain role of Company strategy and customer experience in creating digital marketing strategy. [05]

**OR**

- Q - 3 (a) Given a chance to create digital marketing strategy for P P Savani University, how will you use Five C framework? [05]
- Q - 3 (b) Explain Multichannel Funnel [05]
- Q - 4 Attempt any one [05]
- (i) Write a short note: Digital v/s Traditional marketing
- (ii) Explain Digital marketing framework

**SECTION - II**

- Q - 1 MCQ/Short Question/Fill in the Blanks (Any Five) [05]
- (i) What is SEM?
- (ii) Explain SERP in brief.
- (iii) What is on-page optimization?
- (iv) What is 3 Pack result?
- (v) What is CPM?
- (vi) What are 2 main types of goals in display ads in Google ads?
- (vii) What is the size of the standard mobile banner ad format?
- Q - 2 (a) Write a short note: Drivers of the new marketing environment [05]
- Q - 2 (b) Explain four key stages of the SEO process [05]

OR

- Q - 2 (a) Explain online search behavior. [05]  
Q - 2 (b) What are different types of Ad goals in Google Ads? Explain in brief. [05]  
Q - 3 (a) What is the different placement of ads? [05]  
Q - 3 (b) Explain Google Display ads [05]

OR

- Q - 3 (a) Write a short note: Ad rank [05]  
Q - 3 (b) Explain in brief: SERP positioning with suitable figures. [05]  
Q - 4 Attempt any one [05]  
(i) How to strategize with Search marketing? Explain by taking any business as an example.  
(ii) Mention step-by-step SEO process by keeping university website in the mind.

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