P P SAVANI UNIVERSITY

Fifth Semester of B.B.A. Examination
November 2022
SMBB3250 Digital Marketing for New Enterprise

21.11.2022, Monday   Time: 09:00 a.m. To 11:30 a.m.   **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.

SECTION – I

			CO	BTL
Q - 1	Answer the following: (Any Five)	[05]		
(i)	Define Digital Marketing		01	01
(ii)	What are the main differences between SEO, SEM & SEA?		02	01
(iii)	Explain how digital marketing has evolved?		01	02
(iv)	What is the relationship between Ad Placements & Keywords?		02	04
(v)	List out any two reasons why your brand needs digital marketing		01	01
(vi)	What do you understand by Ad Groups in Google Account?		01	01
(vii)	How would you create smart marketing technique using digital marketing?		02	03
Q - 2 (a)	Compare and Contrast in detail the Digital marketing with that of Traditional Marketing strategies	[05]	04	04
Q - 2 (b)	Describe in your own words the role of Internet in marketing	[05]	01	01
	OR			
Q - 2 (a)	How will you use 7P's Model for designing a framework for digital marketing strategy	[05]	03	06
Q - 2 (b)	What are the important drivers of the new marketing environment?	[05]	02	05
Q - 3	How would you design a digital marketing strategy for a decade old fashion offline readymade garments store. To increase sales, is it important for a business to go for digital marketing campaign? Give reason for your answer	[10]	05	06
	OR			
Q - 3 (a)	What are the most important and effective Ad & its Placements available to us in different sizes and format?	[05]	04	05
Q - 3 (b)	In your own words explain Search Engine Optimization & its types	[05]	02	02
Q - 4	Short Note: (Anyone)	[05]		
(i)	Ad Rank		01	01
(ii)	Search Engine Result Pages (SERP)		01	01

SECTION – II

			CO	BTL
Q - 1	Answer the following: (Any Five)	[05]		
(i)	List out the types of display ads.		01	01
(ii)	What is programmable digital marketing?		01	04
(iii)	Explain the term 'analytics'		01	02
(iv)	Give full forms of CPL, CPA.		01	01
(v)	What is meant by social media metrics?		04	04
(vi)	List out some of the advantages of Mobile Advertising		01	02
(vii)	What makes a Good Ad?		01	01
Q - 2 (a)	Discuss 'Targeting Display' in digital marketing	[05]	03	01
Q - 2 (b)	How is data collection done for web analytics?	[05]	05	06

Q - 2 (a)	What is Google AdWords? Explain its mechanics	[05]	04	05
Q - 2 (b)	Write a note on creating ad campaign	[05]	05	01
Q - 3(a)	Discuss CPC Model of buying.	[05]	02	01
Q - 3(b)	Write a note on 'YouTube marketing	[05]	05	01

OR

Q - 3(a)	Explain the features of mobile marketing.	[05]	02	02
Q - 3(b)	Write a note on Ads Programmable Digital Marketing.	[05]	05	01
Q - 4	Short Note: (Anyone)	[05]		
(i)	CPM		01	01
(ii)	Multichannel Attribution		01	01

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CO : Course Outcome Number BTL : Blooms Taxonomy Level

Level of Bloom's Revised Taxonomy in Assessment

1: Remember	2: Understand	3: Apply
4: Analyze	5: Evaluate	6: Create