P P SAVANI UNIVERSITY

Eight Semester of Fast Track B. Tech Examination
December 2022
SEIT4570 Social Media Marketing in Practice

02.12.2022, Friday   Time: 01:00 p.m. To 03:30 p.m.   Maximum Marks: 60

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

SECTION – I

			CO	BTL
Q - 1	Answer the following. (Any five)	[05]		
(i)	Organic marketing is mostly very expensive. State true or false.		1	1
(ii)	In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing. State true or false.		1	1
(iii)	SMM stands for _____		1	1
(iv)	Advertisement of YouTube is the correct depiction of Digital Marketing. State true or false.		1	1
(v)	Google Analytics is developed by Tesla. State true or false.		1	1
(vi)	PPC stands for _____		1	1
Q - 2 (a)	What are on-page and off-page optimization?	[05]	2	2
Q - 2 (b)	What are the different types of SEO?	[05]	2	4
	OR			
Q - 2 (a)	What can be the ideal approach for effective PPC campaigns?	[05]	1	2
Q - 2 (b)	What is the difference between direct marketing and branding?	[05]	1	4
Q - 3 (a)	What are the limitations of Online Marketing?	[05]	3	3
Q - 3 (b)	Write a short note on SOSTAC.	[05]	2	2
	OR			
Q - 3 (a)	Write a short note on 5S.	[05]	3	3
Q - 3 (b)	What do you mean by Porter's five-point rules?	[05]	3	3
Q - 4	Attempt any one.	[05]		
(i)	How can you drive digital traffic to our site immediately?		4	5
(ii)	List a few disadvantages of Digital Marketing.		4	5

SECTION – II

			CO	BTL
Q - 1	Answer the Following. (Any five)	[05]		
(i)	Brochures are a type of digital marketing. State true or false.		1	1
(ii)	Customer is one of the Cs in digital marketing. State true or false.		1	1
(iii)	Long tail keywords work best when the objective is to drive many visitors to your website. State true or false.		1	1
(iv)	CPC stands for _____		1	1
(v)	Sizzle is one of the 5S. State true or false.		1	1
(vi)	Color contrast of website is good for PPC landing page. State true or false.		1	1
Q - 2 (a)	How to measure the ROI of any channel?	[05]	2	2
Q - 2 (b)	What are the different kinds of bidding available in Google Ads?	[05]	2	5
	OR			
Q - 2 (a)	Why do advertisements get rejected?	[05]	4	5
Q - 2 (b)	How to inform your customers about company news and establish a relationship with them?	[05]	4	5
Q - 3 (a)	Define CRC, PPC, EPC with example.	[05]	3	4
Q - 3 (b)	What do you mean by competitive rivalry?	[05]	2	4
	OR			

Q - 3 (a)	What are the different types of Digital Marketing?	[05]	4	6
Q - 3 (b)	Explain a responsive web design?	[05]	2	5
Q - 4	Attempt any one.	[05]		
(i)	What do you know about Email Marketing?		4	6
(ii)	Why is online marketing preferred more than offline marketing?		4	6

****

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