

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-III-EXAMINATION-WINTER-2024

Subject Code: 4539295**Date: 19/12/2024****Subject Name: Social Media Analytics****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.

Q. No.	Question Text and Description	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Digital landscape (b) Ad Campaigns (c) Cost per Acquisition (d) Content Strategy (e) Mobile Advertising (f) Web Analytics (g) Google Analytics	14
Q.2	(a) Define Channels of Distribution. Describe various types of Distribution Channels considered for Marketing of Consumer Goods and Industrial Goods?	07
	(b) Explain how to use internet and search engines with the help of examples?	07
	OR	
	(b) How drivers of new marketing environment affect the new trend of business market?	07
Q.3	(a) Write a short note on buying models of display marketing?	07
	(b) Explain Search engine and its working pattern with examples?	07
	OR	
Q.3	(a) Explain how twitter Marketing is different than other forms of digital marketing also illustrate why it is popular in celebrities?	07
	(b) In your view now a day's business through Facebook Marketing is reduced and Instagram marketing is increased? Explain the statement	07
Q.4	(a) Illustrate P.O.E.M. framework with live examples?	07
	(b) Explain Digital Marketing mix?	07
	OR	
Q.4	(a) Write a short note on A/B testing?	07
	(b) Explain how digital Marketing Strategies through Instagram and snap chat are now a day's used in home business?	07

The company sells about 30 per cent of its products to institutions such as hospitals, hotels and resorts and government bodies. Large sales volume comes from the southern and western parts and some comes from the rest of the country. Besides this, the mattresses, pillows and carpet-inlays are sold in retail through dealers in around sixty cities all over the country. Presently, the company has around 100 dealers who are looked after by the regional offices. The company started to advertise in print and radio in 1990. The advertising theme highlighted features of the products, both in print and radio. About five years back, the company had offered a unique feature, i.e. guarantee card which ensured protection against duplicate products. The company also used sales promotion to augment the efforts of advertising and dealer efforts. Some promotional schemes offered gifts such as towel, bed sheet, or pillow with mattresses. All these promotion schemes affected the company's bottom line and did not find very enthusiastic response from dealers. The company thus needed a new platform to highlight its new campaign.

A six month promotional campaign is to be launched with equal mix of print advertising, consumer sales promotion and a dealer promotion scheme.

The marketing manager wishes to select a theme to portray the ads. The entire advertising campaign is to be based on this theme selected by you and hence it is very important to choose an appropriate theme.

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| | (a) Plan an advertising strategy for the product. Justify your choice of media and the theme. | 07 |
| | (b) Write three appeals you propose should be used in the campaign. | 07 |

OR

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| Q.5 | (a) Suggest a sales promotion design for consumers. | 07 |
| | (b) Develop a dealer promotion scheme. | 07 |
