

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**

**Program: PGDM / MMS (Mktg) - Fourth Trimester (Batch 2018-2020)**

**Subject: Digital & Social Media Marketing  
(End Term examination)**

**Date : 14<sup>th</sup> Sept, 2019**

**Maximum Marks: 50**

**Time : 3**

**Hours**

**Notes:**

**1. Question 1 is compulsory**

**2. Attempt any 3 out of Question number 2 to 5**

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1. Ben and Jerry Ice cream is launching its first branch in Mumbai and they would like to increase their brand awareness ultimately driving sales. How would you help the brand? Prepare a Social Media plan for the same (20 marks)

2. "Social media is an important tool to increase sales" Do you agree with this statement? If yes explain what are the advantages of using social media marketing for a business? (10 marks)

3. Why is SEO important? Explain what is Onpage and Off Page SEO in detail and how would you go about doing it for a education institute (10 marks)

4. What is the Future of Digital Marketing? Explain some of the future trends you see in Digital Marketing and how will it help brands? (10 marks)

5. What is Email marketing? Explain the importance of the same (10 marks)

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