

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM (IB) Fourth Trimester (Batch 2018-2020)

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

Date : 14th September 2019

Maximum Marks: 50

Time 3 Hours

Notes:

1. Question 1 is compulsory

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

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 to increase business" 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? (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 content marketing? How can an international FMCG brand leverage it when they are expanding in India (10 marks)

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