

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: MBA Elective

Subject: Digital Marketing
(End Term examination)

Maximum Marks: 50

Date: 10/1/2019

Notes:

- 1. Question No. 1 is compulsory.**
- 2. Answer any 3 question from Question 2 to Question 5.**

1. Sun Feast is launching a new brand called ice cream biscuit. Initially, they are launching only 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. Advantage of using social media marketing (10 marks)

3. Distinguish between SEO and SEM (10 marks)

4. What is Content marketing? Explain this with the help of making a content marketing plan for an education institute (10 marks)

5. Explain the importance of using Facebook ads and give an example of how will a local restaurant target its user on Facebook ads. (10 marks)

-----End of Paper-----