

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,
Vidyavihar, Mumbai- 400077**

Program: PGDM – Executive (Batch 2017-18), Tri-V

**Subject: Digital Marketing
(End Term Examination)**

Maximum Marks: 50

Duration: 3 Hours

Date: 29th December 2018

Instructions

- 1. Question 1 is compulsory (20 marks)**
- 2. Question 2,3,4,5 select any 3 (10 marks each)**

QUESTION 1 (20 marks)

- 1 MDH Masala is launching a new product line of sweet and salt biscuits. The Launch is happening 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.**

QUESTION 2,3,4,5 (select any 3) (10 marks each)

- 2 What are the advantages of using social media marketing for your business?**
 - 3 Why is SEO important? Explain the two types of SEO in detail**
 - 4 Explain some of the future trends you see in Digital Marketing and how will it help brands?**
 - 5 Explain the importance of using Search Engine Marketing for your business.**
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