

K.J. Somaiya Institute of Management Studies & Research

PGDM (EXECUTIVE) – 2016-17 V TRIM

Digital Marketing

Date : 21/12/2017

Marks : 50

Time : 3 Hours

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

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
2. Advantage of using social media marketing
3. Distinguish between SEO and SEM
4. What is Content marketing what are its advantages
5. Explain the importance of using Facebook ads and give an example of how will a local restaurant target its user on Facebook ads.
