

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM (COMM) 2018 - 20

III TRIM

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

Maximum Marks: 50

Date: 05/04/2019

Time : 3 Hours

Notes:

1. Question No. 1 is compulsory.

2. Answer any 3 question from Question 2 to Question 5.

1. Oreo 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 (20 marks)

2. What are the advantages of using social media marketing for a business? (10 marks)

3. Why is SEO important? Explain why should SIMSR communication program consider using SEO (10 marks)

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

5. Explain the importance of using Instagram for a music headphone brand. Can you suggest some campaign ideas for them on Instagram (10 marks)
