

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

MMM - IV Sem (2017-20 Batch)

Subject: Digital Marketing
(End Term examination)

Maximum Marks: 50

Date: 09/04/2019

Time 3 Hrs.

Notes:

1. Question No. 1 is compulsory.

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

Q.1. Starbucks 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)

Q.2. “ Social media is 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)

Q.3. Why is SEO important? Explain the two types of SEO in detail (10 marks)

Q.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)

Q.5.. What is content marketing? Explain the importance of content marketing (10 marks)
