

**K.J. Somaiya Institute of Management Studies & Research**  
**Course: PGDM-IB (Batch 2017-19), Tri-V**  
**Sub: Digital and Social Media Marketing**  
**(End Term Examination)**

**Time: 3 Hours**

**Marks: 50**

**Date of Exam: 10/01/2019**

**Note:**

**All questions are compulsory**

1. What is Social Media Marketing? Explain with examples advantages and disadvantages?
2. How is LinkedIn used for Business? Explain with examples advantages and disadvantages?
3. Is Video marketing beneficial in Digital Age? What are the Top Digital Video Platforms in India? Explain YouTube Ad-types and HotStar Ad-Types?

**OR**

Explain the Digital Marketing Funnel with suitable examples.

4. What is Digital Marketing? Explain Pros & Cons of Digital Marketing over Traditional Marketing with examples?
5. Importance of Programmatic? Explain benefits of using Programmatic?

**OR**

What is TV-to-Mobile technology? Explain the process and the benefits of implementing the technology?

**END OF PAPER - ALL THE BEST**