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PE4222

SEAT No. :

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S.Y.M.C.A. (Management)

SMM 620 MJ : SOCIAL MEDIA MARKETING

(2024 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*

Q1) a) Describe the scope of digital marketing with example of its application. **[5]**

b) Describe key challenges and legal issues in digital marketing. **[5]**

OR

c) Explain the concept of SEO and SEM with example. **[5]**

d) List and explain major type of digital marketing. **[5]**

Q2) a) What is importances of hastags in social media marketing explain with example. **[5]**

b) Describe the role of influencers in a social media marketing strategy. **[5]**

OR

c) What is ROI in social media marketing. Explain with example. **[5]**

d) Explain the importance of platform selection in digital marketing. **[5]**

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Q3) a) Explain the concept need and types of SEO in detail. **[5]**

b) Explain the importance of meta tags and back links in improving website ranking. **[5]**

OR

c) What are search engine algorithm and how do they affect website ranking. **[5]**

d) Why is understanding the target audience importance for SOE strategy. **[5]**

Q4) a) Discuss different ways to engage and retain viewers on YouTube. **[5]**

b) Explain importance of copywriting in digital marketing. **[5]**

OR

c) Discuss the step involved in running instagram ad campaigns. **[5]**

d) Explain the different types of content used in marketing. **[5]**

Q5) Write short note on (any two) **[10]**

a) Whatsapp Marketing

b) Plagiarism

c) LinkedIn

d) IT Act 2000



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