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Total No. of Questions : 5]

SEAT No. :

PF-5667

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[6651]-44
M.C.A. (Management)
SMM620MJ : 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) Discuss importance of digital marketing in the Indian Context. **[5]**

b) Discuss challenges and legal issues in digital marketing in India. **[5]**

OR

c) Compare traditional marketing and digital marketing. **[5]**

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

Q2) a) What is importance of hashtags in social media marketing explain with example? **[5]**

b) What are the key steps in creating effective social media strategy. **[5]**

OR

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

d) What is ROI, explain with example. **[5]**

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

b) How to find target audience using SEO. **[5]**

OR

c) Explain importance of keywords is SEO. **[5]**

d) What are search engine algorithm? How do they affect website ranking? **[5]**

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Q4) a) Describe the role of hashtags and reels in instagram marketing. **[5]**

b) What is plaglarism in digital context and how can it be avoided. **[5]**

OR

c) Discuss the steps involved in running a facebook add campeign. **[5]**

d) Discuss the relavance of the IT Act 2000 in protecting intelectual property online. **[5]**

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

a) Youtube strategy

b) IPR

c) Copywriting

d) In-Game advertising

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