

NOTE: - 1) All the question are compulsory subject to internal choice  
2) Figures to the right indicate full marks

- Q.1. Tabita company wants to expand its operations of business across India . They are offering Perfumes and Home décor Items . As a Social Media Marketing agency, you suggest a launch campaign for Tabita. The Social Media Marketing plan is for a period of 45 days for the first phase. 15 marks
- Answer all the following questions based on information given.
- Which three Social Media platforms would you suggest for Tabita company campaign and why ?
  - State the objectives of the Campaign ?
  - Create a one week of Social Media Calendar for the campaign.
  - Discuss the strategy development for the campaign .
- Q.2. a) Generation Y has a set of Expectations and Influence in this Digital Era . Discuss 8 marks  
b) Enumerate the various models of E-Marketing for business in brief. 7 marks  
(OR)  
c) State the types of Internet marketing. 8 marks  
d) Briefly discuss the changing marketing E-marketing landscape. 7 marks
- Q.3. a) State various careers in field of Social Media Marketing. 8 marks  
b) Elucidate the Myths about Social Media Marketing. 7 marks  
(OR)  
c) Briefly discuss the Content strategy for Social Media Marketing. 8 marks  
d) Explain briefly the characteristics of s Social Media Marketing. 7 marks
- Q.4. a) Explain the Social Media Marketing Planning Cycle. 8 marks  
b) How Companies use blogs for effective campaign management? 7 marks  
(OR)  
c) Discuss the 8 C's of strategy development. 8 marks  
d) What is sentiment analysis? State its significance. 7 marks
- Q.5. Write a short note on any three out of five: 15 marks
- LinkedIn
  - Hashtag
  - Keywords
  - Ethics in Social Media Marketing
  - Mobile Marketing