

TIME: - 2½ Hours

Marks:-75

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

Q.1. Garmin company wants to expand its operations of business across India .They are offering Sport Watches and sport gadgets. They are also promoting sport experiences in various Running expos. 15

As a Social Media Marketing agency, suggest a launch campaign for Garmin. The Social Media Marketing plan is for a period of 30 days for the first phase.

Answer all the following questions based on information given.

- 1) Which three Social Media platforms would you suggest for Garmin company campaign and why? 04
- 2) State the objectives of the Campaign? 04
- 3) Create a one week of Social Media Calendar for the campaign. 04
- 4) Suggest measures of the Garmin Campaign strategy for marketing via Instagram. 03

Q.2. a) What is E-marketing? Explain briefly how the arrival of E-marketing changed the Landscape of marketing. 8

b) Discuss the behavioral internet (B2C, B2B, C2C and C2B). 7

(OR)

c) State the types of Internet marketing. 8

d) Explain E-marketing in context to Online Advertising. 7

Q.3. a) Careers in field of Social Media Marketing. Discuss. 8

b) Explain briefly the characteristics of Social Media Marketing. 7

(OR)

c) Briefly discuss Creating Content for various Social Media Marketing platforms. 8

d) State the myths about Social Media Marketing. 7

Q.4. a) Explain the Social Media Marketing Cycle. 8

b) What is sentiment analysis? State its significance. 7

(OR)

c) Discuss the 8 C's of strategy development. 8

d) Usage of blogs by companies for effective campaign management. Explain. 7

Q.5. Write a short note on **any three** out of five: 15

a) Social Media Marketing Engagement

b) Hashtag

c) Keywords

d) Ethics in Social Media Marketing

e) Mobile Marketing