

S.No. : 331

BBA 3405

No. of Printed Pages : 03

Following Paper ID and Roll No. to be filled in your Answer Book.

PAPER ID : 37123

Roll
No.

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BBA (LSCM) Examination 2021-22

(Even Semester)

SOCIAL MEDIA MARKETING

Time : Three Hours]

[Maximum Marks : 60

Note :- Attempt all questions.

SECTION - A

1. Attempt all parts of the following :

8×1=8

- (a) Define social media marketing.
- (b) Explain social networking.
- (c) Explain Email marketing.
- (d) What is search engine?
- (e) Explain digital marketing.

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- (f) What is the role of video marketing in business growth.
- (g) Explain the benefits and importance of affiliate marketing.
- (h) Explain social media strategies.

SECTION – B

2. Attempt any two parts of the following : $2 \times 6 = 12$
- (a) Email marketing strategies are not effectively utilized by companies. Discuss.
 - (b) What is search advertising and write how it is different from display advertising?
 - (c) Write the types of display advertising and write its merits.
 - (d) Write notes on SEO, SEM and arch advertising.

SECTION – C

Note :- Attempt all questions. Attempt any two parts from each questions. $5 \times 8 = 40$

3. (a) Compare online and offline marketing strategies and write the advantages of combining both.

- (b) How do E-marketers create customer value online?
 - (c) What do you mean by social media monitoring?
- 4.
- (a) Describe the various social media marketing tools.
 - (b) What is on-page optimization?
 - (c) What is data-driven marketing?
- 5.
- (a) What is the importance of online pricing?
 - (b) How are companies making use of Instagram for digital marketing?
 - (c) What are online communities?
- 6.
- (a) Explain with suitable example the progression of digital marketing from traditional marketing.
 - (b) What are the steps that marketer needs to take in order to execute a mobile marketing strategy?
 - (c) How companies can use blogs as effective digital marketing tool? Support your answer with suitable example.
