



Paper / Subject Code: 27427 / Advertising: 5) Social Media Marketing

TIME: - 2.5 Hours

Marks:-75

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

- Q.1.** Asahi Group is a beverage and food business group, which offers Calpico (non-aerated) drink in three delicious flavors mango, strawberry and original citrus. The brand is launching its products through amazon in India and has planned a social media launch for the same. On the basis of the given information answer the following questions:
Answer all the following questions based on information given. 15 marks
- 1) Which social media platforms would be suitable for the launch according to you?
 - 2) What can be your objectives for the social media launch?
 - 3) State the consumer market segmentation for the campaign.
 - 4) Suggest, keywords and suitable hashtags for this launch.
- Q.2.** a) State the types of E-commerce and Online advertisement. 8 marks
b) State the types of Mobile marketing. 7 marks
(OR)
c) Elaborate on who are generation Y professionals? 8 marks
d) State the behavioral internet (B2C, B2B, C2C and C2B) 7 marks
- Q.3.** a) Write a brief note on Social Media Marketing Careers. 8 marks
b) Explain the steps in creating content for multiple platforms. 7 marks
(OR)
c) What are the characteristics of social media marketing? 8 marks
d) Write a detailed note on 'Building content for sharing'. 7 marks
- Q.4.** a) What is Social Media Marketing plan? 8 marks
b) What is 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
- a) Emoji
 - b) Hashtag
 - c) Social media listening
 - d) Honesty as a marketing tool for ethics
 - e) The rule of thirds