

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF COMMERCE (M.COM)**

**EXAMINATION: MAY - 2024**

**SECOND SEMESTER**

**Sub: Social Media Marketing (MCM-213)**

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**Date: 11/05/2024**

**Total marks: 60**

**Time: 10.00 am to 12.30 pm**

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**Instruction:** 1) All questions are compulsory.

2) Figures to the right indicate full marks.

**Q. 1 Answer the following questions. (Attempt any two) (32)**

1. What is Email Marketing? Explain the Components & benefits of email marketing includes?
2. Define strategic analysis? What are the limitations of strategic analysis?
3. State strategies involved in Social media marketing campaigns? What are the roles campaigns play in Social media marketing?
4. How Social Media is integrated with Marketing? State ways in which social media is integrated with marketing?

**Q. 2 Answer the following questions. (Attempt any two) (16)**

1. What are the Challenges and probably solutions for the Content Creation and Sharing in context to social media marketing?
2. What do you mean by webinars? Explain the features of webinars?
3. Draw flow chart for social media marketing.
4. State role Social Media Marketing?

**Q. 3 Write short notes. (Attempt any three) (12)**

1. Importance of social media marketing
  2. Benefits of the audience role in social media marketing?
  3. Use of different social media platforms for marketing
  4. Popular social media channels and their audience characteristics.
  5. E-mail Marketing
  6. Significance and Use of Big Data
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