

**Roll No.**

[illegible]

**Total No. of Pages : 02**

**Total No. of Questions : 09**

## Post-Graduate Diploma in Digital Marketing (Sem.-2)

## SOCIAL MEDIA MARKETING

**Subject Code : PGDDM-202-20**

**M.Code : 79796**

**Date of Examination : 14-12-22**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt any ONE question from each Sub-section.**

## SECTION-A

1. **Write briefly :**
  - a) Target audience
  - b) Consumer engagement
  - c) Advertising campaign
  - d) Ad groups
  - e) Key Performance Indicators (KPIs)
  - f) On-page SEO
  - g) Landing Page
  - h) Impressions
  - i) Click-through rate (CTR)
  - j) Content marketing.

## **SECTION-B**

### **UNIT-I**

2. Define social media marketing strategy. Discuss various steps involved in designing a social media marketing strategy.
3. “*Instagram is a favourite social media platform of social media marketers.*” Discuss.

### **UNIT-II**

4. Discuss the important steps involved in designing social media marketing campaigns with the help of examples.
5. How would you manage social media marketing revenue? Discuss.

### **UNIT-III**

6. What are the steps involved in designing a website? Discuss with an example.
7. Select a website of your institution and conduct a SWOT analysis of it.

### **UNIT-IV**

8. Explain Google Analytics. Discuss the significance of Google Analytics in social media marketing.
9. What are the steps of designing video campaigns? Discuss.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**