

# AR19

Code: 19MBA3025

**SET-I**

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)**

**III Semester MBA Regular & Supplementary Examinations, March, 2022  
DIGITAL AND SOCIAL MEDIA MARKETING**

**Time: 3 Hrs**

**Max. Marks: 60**

**Answer any Five questions  
All questions carry EQUAL marks  
Question No. 8 is Compulsory**

1. Define Social Media Marketing. Describe the importance of Social Media for promotional activities. **12M**
2. Describe various Social Media Platforms and explain which platform is suitable for promoting Car manufacturers **12M**
3. What are the steps involved in creating Social Media Strategies? **12M**
4. What are the different types of Social Media content give examples of creating content for highlighting brands and products? **12M**
5. How Social Media can be used to build relationship between manufacturers and customers **12M**
6. What do you mean by social media monitoring? How can we make use of it for customer acquisition process? **12M**
7. Does Digital Marketing deserve its appreciation as an effective communication platform, express your opinion in the light of Digital Marketing as a vital tool of emerging Markets **12M**
8. **CASE STUDY:**  
Café Corner' is a local start-up serving 50 different types of coffees from around the world. The owner of Café Corner' is an expert in the coffee beverage sector, having exposure to coffee preparation and selling in at least 10 countries across Europe, South America and North America. He has access to sources of coffee varieties from around the world, and desires to deliver a superior of coffee consumption experience in major cities of India. He does not want to engage into traditional advertising tools, as he believes in the capability of digital media to reach out to his target audience.  
(a) Design the Digital Marketing Strategy for the venture. **12M**  
(b) Which digital marketing platforms would you recommend and for which purpose?