

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)
EXAMINATION: DECEMBER- 2024
SECOND SEMESTER

Sub: Social Media Marketing(MCM-213)

Date:12/12/2024

Total marks: 60

Time: 10.00am to 12.30pm

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. Elaborate the significance and use of Big Data.
2. What are the challenges of campaign analytics and describe how to overcome them?
3. State the benefits of Facebook platform for Individuals and Business.
4. Describe the integration of social media with Marketing.

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

1. Describe the need and importance of Social Media Marketing.
2. With Diagram, explain the flowchart of campaign execution.
3. Describe the tools and methods used on LinkedIn platform for marketing.
4. State the uses of different social media platforms for marketing.

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

1. Reason for the creation of Twitter
 2. Content creation tools
 3. Blogging
 4. Google Analytics
 5. Pinterest
 6. Podcast
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