

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

EXAMINATION: MAY - 2025

SECOND SEMESTER

Sub: Social Media Marketing (MCM-213)

Date: 23/05/2025

Total marks: 60

Time: 10.00 am to 12.30 pm

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. Define Social Media Marketing? State significant aspects of the use of big data in social media marketing?
2. State elements of budgeting in social media?
3. What is Email Marketing? Explain the Components of email marketing includes? State the benefits of the Email marketing?
4. Define strategic analysis? What are the limitations of strategic analysis?

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

1. State role Social Media Marketing?
2. Define impact of IoT (Internet of Things) on Social Media Marketing?
3. Draw flowchart of campaign execution
4. State aspects of service delivery in social media marketing?

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

1. Significance and Use of Big Data
 2. Podcast
 3. Webinars
 4. Social media platform
 5. Target of social media marketing
 6. Importance of social media marketing
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