

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION
(M.B.A. – SPORTS MANAGEMENT)
EXAMINATION : DECEMBER -2025
SEMESTER - III

Sub: Digital & Social Media Marketing (MBA-S303)

Date: 26/12/2025 **Total marks: 60** **Time: 2.00 pm To 4.30 pm**

Q. 1. Answer in Detail. **(30)**

1. Explain the **SOSTAC Framework** in detail. Discuss how a digital-first company can implement each stage effectively.
2. Discuss the **Digital Buyer's Journey** 4 As and 5 As of Buyer's journey.
3. Describe how to set up awareness campaign on **Meta Ads** with steps and example

Q. 2. Write Short Notes: (Any Two) **(10)**

1. Meta Targeting Options
2. Types of Keywords
3. STP Model
4. Ad types on LinkedIn Campaign Manager

Q. 3. Answer in Short: **(10)**

1. What is CTR?
2. What is CPC?
3. What is ROAS?
4. What is Conversion Rate
5. Disadvantage of digital marketing.

Q. 4. Case Study **(10)**

A professional football club, Falcon United, has recently expanded its digital presence but is struggling to convert its large fan following into meaningful engagement and revenue. Their current social media content focuses mainly on match-day updates, which leads to spikes in engagement only on game days, while the rest of the week remains inactive. The management wants to build a holistic content strategy that strengthens fan loyalty, increases merchandise sales, and enhances sponsorship visibility throughout the season. As their digital marketing consultant, suggest the types of content Falcon United should focus on and recommend three strong content ideas that can help the club achieve continuous engagement and long-term fan connection.

Task:

1. Define Content Strategy for social media
2. Types of content they can focus on
3. content ideas for engagement