

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: CDM

Examination: June 2015

Subject: Social Media Marketing and Web Analytics

Date: 18.06.2015

Term End Examination

Marks : 70

Time: 11.00 a.m. to 2.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) What are the different ways you will use the Internet to know more about a prospective company and its job offer to you? Apart from browsing the company's website what else would you do?
- b) What is PageRank of any page in Google Organic Search? Provide atleast three important parameters based on which Google assigns higher PageRank
- c) How can Youtube help an automobile company market its cars better?
- d) What is the difference between Google Adwords and SEO?

Q.2) Write short notes on (2 out of 5)

(Marks: 2X5=10)

- a) Facebook Fan Pages and advertising
- b) Sponsored Tweets and Brand twitter handles
- c) Google Analytics and webmaster tools
- d) Bounce Rate of a website and how to interpret it
- e) Unique Visitors, Visits, and Page Views – the difference

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) What is Online Reputation Management and what are the key responsibilities of an ORM agency? State examples.
- b) Google Hangouts has been used very lately by many reputed campaigns, including during the elections. What is special about this new medium and how can it help an educational institute better?
- c) What do you understand by the term Promotion, in the 4ps of marketing? Briefly name different avenues through which you use online medium for promotion.

- d) What are the benefits of using Facebook Fan Page for your brand? What parameters will you monitor to indicate the success of your brand on Facebook?
- e) Whatsapp is still not a very strong medium for marketing, as much as Facebook or Twitter. - Give your comments on this statement

Q.4) Attempt both the questions

(Marks: 2X10=20)

A recently opened ecommerce store selling gadgets isnt seeing much pickup in its sales. However it has a distinct speciality of offering low cost and even refurbished mobile phones, thats not available on any other sites. As an online marketing person:

- a) How will you use Google Analytics and any other tools to analyze current situation of the traffic ?
 - b) How will you use Google Adwords to conduct a targeted campaign? What would be your choice of keywords for the bids?
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