

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

Programme: CDM

Examination: December 2015

Subject: Social Media Marketing and Web Analytics

Date: 14.12.2015

Term End Examination

Marks : 70

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

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**Instructions:**

1. Answer to each new question to be started on a fresh page.
  2. Figures in bracket indicate full marks.
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**Q.1. Answer any 2 out of 4**

**(Marks : 2 x 5 =10)**

- a) What is the difference between SEO and SEM?
- b) What is the need of market segmentation?
- c) How can a competitive advantage be created for a service / product positioning?
- d) How can internet users be segmented?

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

**(Marks : 2 x 5 = 10)**

- a) Social CRM
- b) Various site analytics tools
- c) Features of Google+
- d) Compare Adwords and Adsense
- e) Marketing model for individual demand and requirement

**Q.3. Attempt any 3 questions out of 5**

**(Marks: 3 x 10 = 30)**

- a) What are the various pricing strategies? Which will be best strategy for selling digital watches
- b) Has twitter helped in personal branding? Give your views and suggest steps to use twitter for personal branding.
- c) Can Blogs be used to promote innovation in education? Why do bloggers fail?

d) What are the reasons to track conversations on social media? Site examples of some tools.

e) Compare whatsapp and facebook features? Express your views about the popularity of both in future.

**Q.4. Attempt both the questions**

**(Marks: 2 x 10 =20)**

a) Explain the steps to improve your organization's website ranking.

b) What are the key features to manage online reputation? Site examples where top brands have been shaken by negative publicity and how have they handled it.

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