

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

Programme: CDM

Examination: June 2016  
Subject: Social Media Marketing and Web Analytics  
Date: 13.06.2016

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) Write short notes (Any 2 out of 4) (Marks: 2X5=10)**

- a) Atleast three effective measures to improve rank on search through SEO.
- b) Why SEO and SEM are important for businesses?
- c) Some tools and techniques which tracks the effectiveness of your online advertising campaign.
- d) Define marketing mix and give the example with reference to 'Mc-Donald's'.

**Q.2) Write short notes (Any 2 out of 5) (Marks: 2X5=10)**

- a) Define various strategies to perform customer segmentation.
- b) Importance of link building for a site optimization.
- c) Explain various campaigns which are part of Google search ecosystem with their importance.
- d) Explain how youtube may assist a company to market its products to an online audience.
- e) Explain the primary usage of Webmasters Tools.

**Q.3) Attempt any 3 out of 5 (Marks: 3X10=30)**

- a) Discuss in detail various strategies which a company can use to improve its online presence.
- b) Explain how the organizations today are using social media for market intelligence.
- c) Discuss which pricing strategy will be apt for a company selling exclusive premium bicycles. What should be the shift in strategy once competitors enter the scene?
- d) Please compare primary characteristics of Facebook and LinkedIn with special elaboration on their target audience.
- e) Discuss about some ways a business can benefit from having a blog.

**Q.4) Attempt both the questions. (Marks 2x10=20)**

a) You are an e-commerce startup company (say xyz corporation) which plan to market baby products through online channel. Please design an effective marketing mix for this company with customer segmentation strategy.

b) Compare some website analytics tools and suggest a tool for a budding online company which sells exclusive range of apparels to urban audience and plans to check the real time website analytics data.