

2.5 hrs

Marks: 75

**N.B. 1. All Questions are compulsory.****Q1. Case study**

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SBI Life Insurance is coming up with their brand campaign for promoting their Protection Plans. The mainline thought is 'Mein se Hum' ka Kadam. The thought being self-explanatory in nature implies the step that an individual take from being 'Me' to 'We'. The campaign is targeted to people who have a life event coming up soon E.G. - Marriage, becoming a parent, retirement etc. and thus how the event will change one's approach towards life. Furthermore, communicate to the person that when the decisions and acts shift from 'ME to WE', one needs to also think of life insurance performance.

**Questions:**

- a. As a digital marketer explain what are the key advertising objectives to promote this campaign. 5
- b. How would you use Facebook as a platform to promote the campaign? 5
- c. How would you use Twitter as a medium to promote the campaign? 5

**Q2**

a) What are the advantages and disadvantages of traditional media? 8

b) What are the areas of operation for search engine optimization professionals? 7

**OR**

c) How does Facebook help in promoting business? 8

d) What are the factors considered while optimizing keywords? 7

**Q3.**

a) Explain Image Optimisation in detail 8

b) What are the roles and responsibilities of good content writer? 7

**OR**

c) Explain in detail some of the most successful campaigns on Facebook. 8

d) Mention some of the most popular blog sites today? What care one must take while writing a blog? What steps should be taken to promote a blog? 7

**Q4.**

a. Mention some features of a good website 8

b. Explain Search Engine Algorithm 7

**OR**

c. Explain in detail few web analytics tools 8

d. What are the steps involved in writing content for mobile? 7

**Q5. Short notes on: (any 3)**

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a. Benefits of Off Page optimisation

b. Copyright Act

c. Crawler Based search engine

d. Features of LinkedIn

e. Mobile marketing

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