



School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-14th (2022-2024)

First Year, Term 2, End Term Examinations, February 2023

CC- 628 Digital and Social Media Marketing

Time - 3 Hour

Maximum Marks:50 (Pass Marks: 20)

This question paper contains 1 printed page.

Each question carries equal marks,

Attempt any five questions.

Q. 1	Discuss the following (Any four) 1. What are the responsibilities of a social media manager? 2. How to use Instagram for social media marketing? 3. How do you deal with negative comments on an online reputation crisis? 4. Explain keywords in Digital marketing? 5. Discuss the benefits of social communities. 6. Discuss digital customer service.	(2.5x4)
Q. 2	What is social media marketing? Explain the advantages of digital marketing over traditional marketing?	(10x1)
Q. 3	Explain Digital Marketing. What are the different types of digital marketing?	(10x1)
Q. 4	Explain the term digital transformation. Discuss the role and importance of Digital transformation in Pharma Industry.	(10x1)
Q. 5	Explain SEO. How social media helps SEO? Elaborate with relevant examples.	(10x1)
Q. 6	Discuss the following (Any Two) 1. What are on-page and off-page optimization? 2. What do you know about Email Marketing? 3. Does the pharmaceutical company really need a blog for social media marketing? Is social media marketing better for B2C or B2B businesses? Elaborate with relevant examples.	(5x2)