

Time: 2 ½ hrs

Marks: 75

- N.B.: 1. Attempt all questions Internal Choice between Q2 to Q 5. (Q.1 is compulsory)  
2. All questions carry equal marks  
3. Give relevant examples.

Q.1 Case study

15

Gucci, a luxury fashion brand, has effectively leveraged social media to connect with a younger audience. By embracing platforms like Instagram and TikTok, Gucci showcases its latest collections, collaborates with influencers, and engages with a tech-savvy generation. Through innovative social media strategies, Gucci has revitalized its image and maintained its position as a leading luxury fashion house. Key metrics used to measure the success of these campaigns include increased brand awareness, engagement rates, website traffic, and sales.

- A) How has Gucci used social media to connect with a younger audience? 04  
B) What role does influencer marketing play in Gucci's social media strategy? 04  
C) How does Gucci leverage social media to showcase its latest collections and trends? 04  
D) What are the key metrics Gucci uses to measure the success of its social media campaigns? 03

Q.2

- a) Explain E-marketing and the changing marketing landscape. 08  
b) Elaborate on types of Mobile marketing. 07

Or

Q.2

- c) Discuss the types of Digital Marketing? 08  
d) Briefly explain the difference between B2C, B2B, C2C & C2B? 07

Q.3

- a) What is Email marketing? Discuss the different kinds of Email marketing. 08  
b) Goals and objectives of social media marketing 07

Or

Q.3

- c) Explain Careers in social media marketing? 08  
d) Discuss and explain Content strategy for Social Media Marketing? 07

Q.4

- a) Explain Social Media Marketing Cycle. 08  
b) Sentiment mining in social media marketing. Elucidate? 07

Or

Q.4

- c) How to use Campaign Management for Facebook? 08  
d) Explain usage of Corporate Blogs as CRM tool. 07

Q5) Attempt any three out of Five

15

- a. 8C's of strategy Development  
b. Ethics in Social Media Marketing  
c. Key features of Social Media Marketing.  
d. Usage of Emoji for Social Media Marketing  
e. LinkedIn for personal branding.

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