

Program/Sem: M.Com Part II – Sem - III Course: Social Media Marketing

Program Code: 2120161 Course Code: 59143

Duration: 1 Hour

06 NOV 2025

Max. Marks: 25

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

**Q. 1 Analyse the case and answer the questions that follow :**

[05]

BrewBliss Café, a start-up coffee chain in Mumbai, faced stiff competition from established players like Starbucks and Café Coffee Day. The management decided to leverage **social media marketing** to reach a younger audience and increase brand visibility.

The marketing team created a strong presence on **Instagram** and **Facebook**, posting high-quality visuals, behind-the-scenes videos, and influencer collaborations. They also introduced a campaign called **#BrewYourMood**, where customers could post their coffee moments to win free merchandise.

The campaign generated over **50,000 user interactions** in three months and led to a **35% increase in footfall** across outlets. However, sustaining engagement and converting online followers into loyal customers remained a challenge.

a) Identify the social media marketing strategies used by Brew Bliss Café. 02  
b) Explain the benefits that BrewBliss gained through social media marketing 03

**Q. 2 Attempt the following (Any One).**

[10]

A. Define Social Media. Explain its importance.

OR

B. What are the ethical considerations of Social Media use?

**Q. 3 Attempt the following (Any One).**

[10]

A. Bring out different types of social media used in Social Media marketing.

OR

B. How does LinkedIn help in creating awareness, information in professional and personal career development?