**Maharashtra Education Society**
**Institute of Management & Career Courses, Pune (Autonomous)**
**End Term Question Paper**
**AY 2025-26**
**Semester: III**

**Course Code: SC-MKT-03/SC-BA-03** **Course Name: Digital Marketing**
**Time: 2 hours 30 minutes** **Total Marks: 50**

**Instructions:**
All questions are compulsory

**Question No. 1:**
A new café in Pune wants to use social media to attract college students. Suggest ideas(2 each type) with four content types (educational, promotional, engagement, topical, or UGC). Explain how each type will help the café achieve visibility and engagement. **[10 Marks]**

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**Question No. 2:** **[10 Marks]**
A small fashion brand has created Instagram and Facebook pages but is struggling to grow followers and engagement. Analyze two possible reasons for this issue and suggest two strategies to improve their organic social media growth.

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**Question No. 3: Solve any Two of below (15 marks each)** **[30 Marks]**

**3A)** A coaching institute wants to use **LinkedIn Campaign Manager** to attract working professionals for its weekend MBA program. Design a simple **LinkedIn campaign strategy** highlighting targeting, ad type, and expected outcome. **(15 Marks)**

**3B)** A retail brand wants to run an **email marketing campaign** for Diwali. Suggest the **sequence of emails** (at least 4 emails) they should send to engage and convert customers. **(15 Marks)**

**3C)** A food delivery app wants to run a **Facebook Ads campaign** to increase first-time orders from new users. Create a campaign plan covering **objective selection, targeting, ad creative, and call-to-action.** **(15 Marks)**