

**Bharati Vidyapeeth**  
**(Deemed to be University), Pune**  
**School of Distance Education**

<b>Assignment No.</b>		<b>Name of the Assignment Setter:</b>		<b>Savneet Kaur</b>	
<b>Course:</b>	<b>406</b>	<b>Class:</b>	<b>MBA/EMBA/MBA-HR</b>	<b>Semester:</b>	<b>IV</b>

<b>Subject:</b>	<b>Social Media Marketing</b>
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**Q.1) Attempt ANY ONE of the Following (1000 Words) (10)**

- a) Elaborate Social Media Marketing Concepts.
- b) Discuss the initial challenges faced by Social Media Marketing.

**Q.2) Attempt ANY TWO of the Following (800 Words) (12)**

- a) Explain digital marketing on various Social media platforms.
- b) Explain the steps involved in creating Social Marketing plan
- c) Define the steps involved in Social marketing campaigns.
- d) Define the monitoring and evaluation method in social media marketing

**Q.3) Write Short Notes on (ANY TWO) (08)**

- a) Social Marketing mix
- b) Segmentation and Targeting
- c) Ethical issues in social marketing
- d) Green marketing

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