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Register Number:

DATE:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**MA JOURNALISM & MASS COMMUNICATION - IV SEMESTER**

**END SEMESTER EXAMINATION: JULY 2022**

**MC 0520: Social Media Marketing and SEO**

Time - 1 ½ hrs Max Marks - 35

**This paper contains one printed page and two parts**

**I. Write short notes on any four questions in 100 words each (3 x 5 = 15)**

1. Social Media
2. SEO
3. Blogging
4. Demographics
5. Digital platforms

**II. Answer the following questions as instructed (1 x 20 = 20 )**

1. Create a campaign plan for “Energiser” a fitness apparel company that makes clothes for fitness enthusiasts. The plan must include:
   * 1. The creation of an Integrated Marketing Plan.
     2. The creation of a scheduling planner.
     3. A description of the types of content that will be used.
     4. The platforms selected for the campaign (including rationale)
     5. The tool used to operationalise the campaign (including rationale)

**XXX**

**MC 0520\_A\_22**