**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**SIXTH TRIMESTER (Batch 2020-22)**

**END TERM IMPROVEMENT EXAMINATION, MAY-2022**

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| Course Name | **Consumer-Driven Social Media Marketing** | Course Code | **MKTX4128** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**Q. 1.** Identify a target segment for Sabala products given their pricing and product categories. **(10 Marks)**

**Q. 2**. Which platforms will best serve their digital marketing needs, should they venture into it?  **(10 Marks)**

**Q. 3.** Should crowdfunding be used to sustain their marketing efforts?  **(10 Marks)**

**Q. 4**. Develop a social media marketing plan Sabala to address three key challenges of sustainability, replication and upscaling. **(10 Marks)**