

**PG in DM Sem.-1 Examination****Paper-2****Overview of IM****January-2025****Time : 2-30 Hours]****[Max. Marks : 70**

<b>Q-1</b>	A) Explain the concept of Google AdWords and how it is used for pay-per-click (PPC) advertising. What are the key components of setting up a successful PPC campaign using Google AdWords?	<b>14</b>
<b>Q-2</b>	A) Describe strategies for using social media platforms like Facebook and LinkedIn to build brand awareness and generate leads. How do features like pages, groups, and strong profiles contribute to this effort? <b>OR</b> B) Propose a strategy to optimize an Instagram Ad campaign targeting young professionals in urban areas.	<b>14</b>
<b>Q-3</b>	A) Design a social media branding strategy for a small business selling handmade jewelry on Quora and LinkedIn. <b>OR</b> B) Describe strategies for using social media platforms like Facebook and LinkedIn to build brand awareness and generate leads. How do features like pages, groups, and strong profiles contribute to this effort?	<b>14</b>
<b>Q-4</b>	A) What factors should be considered when choosing a profitable niche product for affiliate promotion? <b>OR</b> B) Develop a step-by-step plan for creating a company page on LinkedIn and using it for brand promotion.	<b>14</b>
<b>Q-5</b>	A) Identify a profitable niche product and outline a step-by-step affiliate marketing strategy to promote it.	<b>14</b>