

Answer the following questions:

Q: 1: Short Questions (15)

- I. What is Search Engine Optimisation (SEO)?
- II. What are the benefits of keeping a social media summary?
- III. Describe the elements of a strategic summary.
- IV. Outline some useful tips for obtaining a solid list of keywords.
- V. Define 'Metatags'.

Q: 2: What does SWOT stand for? Discuss SWOT Analysis in detail. (7)

Q: 3: How can the three Rs help with media management? (8)