

What is Social Media?

Assignment 1

Total Marks: 30

Q:1: Short Questions:

(20)

- I. What is social media?
- II. What are five P's of a marketing plan? and how do they influence the positioning of the product?
- III. How can social media be used for sending the messages across?
- IV. What is psychological pricing?

Q:2: What is the importance of social media for marketing?

(10)