

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FIFTH SEMESTER [BA(JMC)] DECEMBER 2019

Paper Code: BA(JMC)-307

Subject: Digital Media Marketing

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions including question No. 1 which is compulsory.

- Q1. Write short notes on the following (any three): (5x3=15)
- (a) Social Influencers
 - (b) E-mail Marketing
 - (c) M-Commerce
 - (d) User Generated Content
 - (e) SEO & SEM
- Q2. Define "Social Media"? Discuss its features and issues associated. (15)
- OR**
- What are the various types of Social networking sites? Explain its importance with examples.
- Q3. Explain the strategies to build a brand on Social Media platforms with a suitable example. (15)
- Q4. Discuss any two of the following in detail. (7.5X2=15)
- (a) Viral Marketing & ZMOT
 - (b) E-Commerce
 - (c) Web Audience Management and Google Analytics
- Q5. Discuss the significance of Make in India & Skill India. (15)
- Q6. Explain the role of Social Media in Marketing Research with a suitable example. (15)
- Q7. Discuss the factors accountable for growth of Digital Media in India. (15)
