

END TERM EXAMINATION

FIFTH SEMESTER [BA(JMC)] DECEMBER 2024

Paper Code: BA(JMC)-307

Subject: Digital Media Marketing

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal Choice is indicated.

- Q1 Attempt **Any Five** of the following: (5x5=25)
- a) PESO model
 - b) MQL, SQL
 - ☒ c) Social Influencer
 - ☒ d) Keyword Research
 - ☒ e) ZMOT
 - ☒ f) Types of SNSs
 - ☒ g) Digital India
 - h) WAM (Website Audience Measurement)
- Q2 What role does user-generated content play in enhancing brand loyalty on social media platforms? Explain it using examples. (12.5)
- OR**
- ☒ Q3 Evaluate the challenges posed by social media, such as misinformation and privacy issues. Suggest strategies for mitigating these challenges, using a real-world example of a company that faced such issues. (12.5)
- Q4 Outline the process of building a brand on digital media. Discuss the role of storytelling in enhancing brand identity and customer engagement, providing an example of a brand that effectively uses storytelling in its marketing. (12.5)
- OR**
- ☒ Q5 How can SEO and SEM be integrated to create a cohesive digital marketing strategy that drives traffic and conversions? (12.5)
- ☒ Q6 Describe the key components of successful e-commerce ideation and planning for start-ups (12.5)
- OR**
- Q7 Analyze the role of social media marketing in driving growth for online businesses. Discuss a case study of a start-up or personal branding that effectively used social media to enhance its visibility and customer engagement. (12.5)
- ☒ Q8 Evaluate the role of social media in marketing research. How can it provide valuable insights into consumer behaviour and preferences? (12.5)
- OR**
- Q9 Analyze the concept of ROI in social media marketing. How can companies measure the success of their social media campaigns effectively? (12.5)

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Exam Roll No. 01014202422

END TERM EXAMINATION

FIFTH SEMESTER [BJMC] DECEMBER 2024-JANUARY 2025

Paper Code: BAJMC-305

Subject: Event Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Write short note on **any three** of the following:- (3x5=15)

- ☒ Different types of events
- ☒ Event as a communication tool
- ☒ Organisational Structure of an Event Management Company
- (d) Government permissions while organising a public event
- (e) Career opportunities in Event Management

Q2 Define Event Management and elaborate its different elements. Cite relevant examples to support your points. (15)

OR

Explain the 5Cs of the Event Management and describe as what all are to be followed at each level in order to organise small-scale as well as large-scale events? (15)

Q3 In an Event Management company, what is structure of the team? Also describe their responsibilities with examples. (15)

OR

How business operations are done while organising events? What all are taken into consideration and how the overall accounting is being handled? (15)

Q4 How event budgeting is being planned and how revenue generation is being done in order to cover the cost of an event and also the profiteering out of it? (15)

OR

How event promotion is being planned? Describe the different media tools being used: digital media as well as other platforms. (15)

Q5 In the post event scenario, what are the different evaluation techniques and tools employed to assess the impact of an event? Describe various stages and methods. (15)

OR

In the post-Covid scenario, how event industry has evolved and what are different trends which are emerging in this industry. Cite examples. (15)

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FIFTH SEMESTER [BA(JMC)] DECEMBER 2024

Paper Code: BA(JMC)-301

Subject: Basics of New Media

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Write short notes on any five of the following:-

(5x5=25)

- ☒ (a) Internet Forum
- ☒ (b) Paperless Journalism
- ☒ (c) Copyleft
- ☒ (d) Information Society
- ☒ (e) Blogs
- ☒ (f) Web Audience Measurement
- ☒ (g) Internet Characteristics

UNIT-I

Q2 Discuss the various types of Online Communication. Explain the examples of Web 1.0 to 3.0. (12.5)

OR

“Communication technology has brought about dynamic changes in our society”. Discuss how? (12.5)

UNIT-II

Q3 What do you mean by IT ACT 2000? Describe in detail the different dimensions of cybercrime. (12.5)

OR

Discuss the concept of Cyber Journalism. Describe in detail reporting and editing for e-papers, websites, and news portals. (12.5)

UNIT-III

Q4 “ICT and its applications have brought about revolutionary changes in the way we communicate”. Comment. (12.5)

OR

What is New Media? Discuss the importance of convergence. (12.5)

UNIT-IV

Q5 Discuss the present scenario of WAM with creating and promoting a blog. (12.5)

OR

Write in detail the elements and principles of website design with suitable examples. (12.5)

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FIFTH SEMESTER [BA(JMC)] DECEMBER-2024

Paper Code: BA(JMC)-303

Subject: Media Research

Time: 3 Hours

Maximum Marks :75

Note: Attempt all questions as directed. Internal choice is indicated.

Q1. Attempt **any Five** of the following questions: (5x5=25)

- (a) Briefly describe the importance of readership surveys in media research.
- (b) Define content analysis and briefly explain how it is used in media research.
- (c) What is coding in the context of data processing, and why is it important?
- (d) Explain the difference between basic and applied research with examples.
- (e) What are the key components of a research proposal?
- (f) What is research design, and why is it important in research?
- (g) What is a public opinion survey, and how is it used in media research?
- (h) Define research and mention two key objectives of conducting research in media studies.

Q2. Discuss the importance of sampling in research. Compare probability and non probability sampling methods, providing examples of each. (12.5)

OR

Q3. Examine the process of formulating research questions or hypotheses in media research. Why are they essential for structuring a research study? (12.5)

Q4. Compare and contrast qualitative and quantitative research approaches. What are the strengths and limitations of each approach in media research? (12.5)

OR

Q5. Explain the meaning and scope of media research. How has media research evolved with the advent of new digital platforms? (12.5)

Q6. Discuss the role of effective data presentation in research reports. How it enhance the clarity of research findings? (12.5)

OR

Q7. Discuss the measures of central tendency—mean, median, and mode. How are these statistical measures used to interpret research data? (12.5)

Q8. Examine the role of media research agencies like BARC, ABC, MAP, and RAM. How do their surveys and reports influence the media industry? (12.5)

OR

Q9. Analyse the importance of election-related surveys, focusing on opinion polls and exit polls. How do they influence public perception and media coverage? (12.5)

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BA(JMC)-303