

(Please write your Exam Roll No.)

Exam Roll No. 099142021

END TERM EXAMINATION

FIFTH SEMESTER (BA(JMC)) JANUARY-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 Write short notes on **any five** of the following: (5x3=15)

- (a) Social Influencers
- (b) E-mail Marketing
- (c) App Monetization
- (d) Google Analytics
- (e) Lead Generation
- (f) Digital India
- (g) M-Commerce

UNIT-I

Q2 What do you mean by social media and networks? Explain its scope and features. (15)

OR

Explain the statement "Social media are the new customer service desk" in the context of the emergence of digital media marketing as a tool. (15)

UNIT-II

Q3 How will you prepare a digital media marketing plan? Describe using any product or service that you would like. (15)

OR

Discuss the process of SEO, SEM in digital media marketing. (15)

UNIT-III

Q4 What is online entrepreneurship? Explain the benefits and strategies of social media marketing. (15)

OR

Define M-Commerce? Explain the role of m-commerce services in the fields of journalism & mass communication. (15)

UNIT-IV

Q5 What is social media monetization, and how is data mining used in digital media marketing? Explain it with suitable examples. (15)

OR

What role does social media play in marketing research? Identify and explain the 'Skill India' case study on digital media marketing. (15)

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