

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2023
(Fourth Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

DIGITAL MEDIA COMMUNICATION

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 In SEO, O refers to -----.
(i) Organisation (ii) Oiteration
(iii) Optimization (iv) Oligopoly
- 2 ----- is extracting useful information about individuals.
(i) Data Mining (ii) Data Extraction
(iii) Warehousing (iv) Database marketing
- 3 The term Digital Marketing was first used in the year -----.
(i) 2000 s (ii) 1980 s
(iii) 1990 s (iv) 2010
- 4 The ----- is a key concept in Digital Media.
(i) Immersion (ii) Realism
(iii) Formalism (iv) Neo-Realism
- 5 In the term SERP, R stands for -----.
(i) Reorientation (ii) Revival
(iii) Result (iv) Retrieval

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Describe the Interactivity in Digital Media Communication with an example.
OR
b Classify the characteristics of Digital Media.
- 7 a Write an account on Audience Segmentation.
OR
b Compare and contrast Digital and Traditional concepts of Communication.
- 8 a Explain the concept of 'Influencer Engagement' by clients.
OR
b What do you understand by Viral Marketing? – Narrate.
- 9 a Classify the various types of Search Engines in Digital Communication.
OR
b What do you understand by the term 'Nudges'? – Narrate.
- 10 a Illustrate the significance of a SEO.
OR
b Explain the concept of 'Crawling' in Digital Media.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a "Your audience can choose how they want to receive your content". Defend.
OR
b Demonstrate why off page optimization is so significant in the history of Digital Media.
- 12 a Elucidate the significance of organic SEO with appropriate examples.
OR
b Determine the various forms of Media Mix with examples.
- 13 a Analyze how Quora works in Digital Media Marketing.
OR
b Explain the concept of Inorganic SEO.
- 14 a Discuss the dangers of Cyber stalking and Cyber bullying with relevant examples.
OR
b Delineate the concept of data diddling with suitable examples.
- 15 a Explain the concept of Phishing with appropriate examples.
OR
b Discuss the significance of interactivity in Digital Media Communication.

Z-Z-Z

END