

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2024
(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. Which platform is most effective for professional networking and B2B marketing?
i) Facebook
ii) Instagram
iii) LinkedIn
iv) Twitter
2. A successful viral marketing campaign primarily relies on:
i) High advertising budget
ii) Celebrity endorsements
iii) Stakeholder engagement
iv) Audience sharing and interaction
3. The primary purpose of using short videos in direct marketing is to:
i) Provide detailed product descriptions
ii) Capture attention quickly
iii) Replace traditional advertising
iv) Increase email subscription rates
4. Which of the following is a key element in audience segmentation?
i) Color preferences
ii) Geographic location
iii) Previous purchases only
iv) Generic marketing messages
5. In direct marketing, 'nudges' are used to:
i) Force a sale
ii) Subtly influence behavior
iii) Provide detailed product information
iv) Decrease customer engagement

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. a Discuss the role of email in digital communication strategies.
OR
b Explain how social media can be utilized for direct marketing purposes?
7. a Describe the concept of media mix in the context of direct marketing strategies.
OR
b How does audience segmentation enhance the effectiveness of direct marketing campaigns?
8. a Evaluate the impact of influencers and bloggers in shaping consumer behavior.
OR
b Discuss the importance of LinkedIn as a tool for direct marketing.
9. a Analyze the effectiveness of attention grabbers in direct marketing campaigns.
OR
b How do political messages differ from business deals in direct marketing?
10. a Illustrate the process of creating a direct marketing campaign focused on short videos.
OR
b Discuss the role of a creative unit in designing direct marketing strategies.

Cont...

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

11. a Explore the typology of communication in digital media, focusing on search, email, and social media.

OR

b Assess the role and impact of viral networks in direct marketing.

12. a Discuss the strategies and challenges of managing a direct marketing campaign.

OR

b Examine the role of nudges in influencing consumer behavior in direct marketing.

13. a Analyze the effectiveness of various stakeholder engagement strategies in direct marketing.

OR

b Discuss the significance of short videos in the context of digital marketing and customer engagement.

14. a Evaluate the impact of blog influencers in direct marketing compared to traditional marketing channels.

OR

b How can direct marketing be effectively integrated with social marketing strategies?

15. a Discuss the design elements crucial for effective direct marketing, focusing on illustrations and short videos.

OR

b Compare and contrast the approaches to direct marketing in different industries, such as retail and technology.

Z-Z-Z

END