

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2022  
(Fourth Semester)

Branch – JOURNALISM & MASS COMMUNICATION

DIGITAL MEDIA COMMUNICATION

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. The targeted and personalized pitches have a -----.  
(i) Hook (ii) Cookie  
(iii) Check (iv) None of the above
2. Twitter rules prohibit -----.  
(i) News (ii) Infotainment  
(iii) Impersonation (iv) Self Branding
3. ----- is the Head of Instagram.  
(i) Vikas Khanna (ii) Jeff Bezos  
(iii) Adam Mosseri (iv) Isaac Gram
4. Social Media follows ----- approach .  
(i) Top-Down (ii) Bottom-up  
(iii) Linear (iv) All of the above
5. ----- is a new-phenomenon which has been massively enabled and amplified by Digital Technologies.  
(i) Mash-up (ii) Up-start  
(iii) KPOP (iv) DPOP
6. # Race Together was a social media campaign by -----  
(i) Body Shop (ii) Dr Ceuracle  
(iii) Annies Way (iv) Star Bucks
7. The term ----- generally signals some sort of personal connection and involvement.  
(i) Hash tag (ii) Super Like  
(iii) Engagement (iv) SNS
8. Twitter was started in the year-----  
(i) 2002 (ii) 2004  
(iii) 2005 (iv) 2006
9. ----- is a social network based on voice.  
(i) Sonics (ii) Club House  
(iii) Aurals (iv) Sound Master
10. ----- is an example of a Bookmarking site.  
(i) Linked In (ii) Face Book  
(iii) Pinterest (iv) None of the above.

Cont...

**SECTION - B (35 Marks)**Answer **ALL** Questions**ALL** Questions Carry **EQUAL** Marks (5 x 7 = 35)

- 11 a Explain Audience Segmentation in the digital space.  
OR  
b Write a short note on SEO.
- 12 a Discuss any two theories on Social Media.  
OR  
b What is Media Mix? Explain it with appropriate examples.
- 13 a What is Direct marketing?  
OR  
b What is User Generated Content in Social Media?
- 14 a Write short notes on Micro Blogging.  
OR  
b Write short notes on Information Seekers.
- 15 a What do you understand by the term 'Social Media Affordances'. Explain with appropriate examples.  
OR  
b Write short notes on Viral marketing Techniques.

**SECTION - C (30 Marks)**Answer any **THREE** Questions**ALL** Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Explain the concept of Social Capital in Social Media in detail.
- 17 Social Media allows individuals to be super-heros of current times. Discuss.
- 18 Does Social Media increase transparency or its just gives a kaleidoscopic twist- Discuss.
- 19 Discuss the various techniques in evaluating Social Media reach.
- 20 Explain on Cyber Bulling with suitable examples.

Z-Z-Z

END