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SECTION - B (35 Marks)Answer ALL questions
ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Elucidate the business application of digital media communication.	K3	CO3
	(OR)			
	11.b.	Discuss the challenges faced by digital media communication.		
2	12.a.	Explain why media mix is important.	K3	CO2
	(OR)			
	12.b.	How will you identify your target audience?		
3	13.a.	Discuss the types of social marketing in direct marketing.	K2	CO2
	(OR)			
	13.b.	List out the benefits of using videos in direct marketing.		
4	14.a.	Explain how nudges are used to influence costumer behaviour.	K4	CO4
	(OR)			
	14.b.	Discuss how interactive elements help in attention grabbing?		
5	15.a.	Explore where illustrations are used in direct marketing.	K3	CO3
	(OR)			
	15.b.	Enumerate the creative elements used in direct marketing.		

SECTION - C (30 Marks)Answer ANY THREE questions
ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Digital media has emerged as a powerful and transformative force in the modern world, reshaping communication, culture, and society. Argue.	K5	CO5
2	17	Evaluate why market segmentation is important.	K5	CO5
3	18	Plan a strategy with social media as a tool for direct media marketing.	K6	CO6
4	19	'Business marketers have started using media outlets to inform, remind, and alter the attitudes and behaviours of potential clients'. Substantiate your view with suitable examples.	K5	CO5
5	20	Create a video marketing strategy for a business of your choice.	K6	CO6