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# PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

### **MA DEGREE EXAMINATION MAY 2025**

(Fourth Semester)

### Branch - JOURNALISM AND MASS COMMUNICATION

### **DIGITAL MEDIA COMMUNICATION**

Time: Three Hours

Maximum: 75 Marks

## SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

 $(10 \times 1 = 10)$ 

Module	Ougation	ALL questions carry EQUAL marks (10		
No.	Question No.	Question	K Level	CO
	1	What is a common typology used in marketing?		-
		a) The types of social classes.	77.1	001
		b) The types of architectural styles.	K1	CO1
		c) The types of customers.		
1		d) The types of weather. What is Social Media Marketing (SMM)?		
	2	a) Only about sharing photos		
		b) Promoting products and services using social media platforms	K2	CO2
		c) Only focusing on email marketing		
		d) Creating blogs on websites		
	3	An effective media strategy requires a degree of		· · · · · · · · · · · · · · · · · · ·
·		a) Continuity b) Media mix	K1	CO1
		c) Flexibility d) Discontinuous		
2		is a way of describing audience based on factors such		
	4	as age, gender, education level, town class, etc.	K2	CO2
		a) Demographic b) Psycho graphic		
		c) Socio-economic d) info graphics	-	
	1	In direct marketing, who are considered the primary		CO1
-	5	stakeholders?	K1	
		a) Shareholders b) Employees c) Customers d) Government		
		c) Customers d) Government Why is it important to consider the needs and expectations of		
3	6	stakeholders in direct marketing?	K2	
		a) To increase profits		000
		b) To build strong relationships		CO2
		c) To reduce costs	!	
		d) To gain a competitive advantage		
		What is 'niche' in affiliate marketing?		
	7	a) A large, broad market		
		b) A specific, targeted segment of the market	K1	CO1
		c) A product category		
4		d) An affiliate network		-
•	8	Sending a birthday card to consumer is an example of		
•		a) Advertising	K2	co2
		b) Direct marketing c) Public relations	112	002
•		d) Mass marketing		
	<del> </del>	Media literacy means the ability to		
	9	a) Read and write	·	
5		b) Create professional media	K1	CO1
		c) Understand and use media		
		d) Prepare for a career in media	ļ	ļ
		In digital marketing, the acronym CTR stands for	1	-
	10	a) Critical Timing Ratio		CO2
		b) Click-Through Revenue	K2	
		c) Click -through Rate		
	<u> </u>	d) Cost to Recall	Con	<del> </del>

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# SECTION - B (35 Marks)

## Answer ALL questions ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$ 

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

# SECTION -C (30 Marks) Answer ANY THREE questions **ALL** questions carry **EQUAL** Marks $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	СО
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.	K.6	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