

MA DEGREE EXAMINATION MAY 2026
(Fourth Semester)

Branch – **JOURNALISM & MASS COMMUNICATION**

DIGITAL MEDIA COMMUNICATION

Maximum: 75 Marks

Time: Three Hours

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is a key benefit of using typologies? a) To simplify complex information. b) To create more detailed descriptions. c) To make everything seem more random. d) To increase confusion.	K1	CO1
	2	Why is Social Media Marketing important for businesses? a) To create long PDFs b) To avoid traditional advertising c) To replace email marketing entirely d) To build brand awareness and engage with customers	K2	CO2
2	3	Media Buying refers to buying ----- in the selected media. a) slot b) space c) vehicle d) time and space	K1	CO1
	4	New media is very cost-effective when compared to the traditional media and is highly----- a) reliable b) required c) resourceful d) result-oriented	K2	CO2
3	5	Which stakeholder group is most directly impacted by the success or failure of a direct marketing campaign? a) Management b) Employees c) Customers d) Suppliers	K1	CO1
	6	Which of the following is a key benefit of engaging with stakeholders in direct marketing? a) Improved customer satisfaction b) Increased market share c) Enhanced brand reputation d) All of the above	K2	CO2
4	7	In the social media space, which of these platforms is primarily focused on dissemination of images and small GIFs (Graphic Interchange Formats)? a) Pinrest b) Twitter c) Tumblr d) Facebook	K1	CO2
	8	Direct Marketing is more ----- as compared to other marketing methods. a) cost effective b) expensive c) not useful d) aggressive	K2	CO2
5	9	Good media criticism should always a) Reveal negative aspects of media b) Offer analysis based on reason c) Warn us that ads sell us things we don't need d) Condemn our emotional reactions to media	K1	CO2

Cont...

5	10	Which one among the following is not a way for gaining permission for sending email to people a) Opt-out b) Opt-in c) Double opt-in d) Self-opt	K2	2
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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.	Mention the Individual application of digital media communication.	K2	CO2
		(OR)		
	11.b.	Explain the skills needed for digital media communication.		
2	12.a.	List out the factors to consider while creating a media mix.	K3	CO2
		(OR)		
	12.b.	What are the benefits of market segmentations?		
3	13.a.	Discuss the challenges in viral networking as a direct marketing strategy.	K4	CO3
		(OR)		
	13.b.	How blog influencers fit into direct marketing?		
4	14.a.	Explain how nudges can be used in direct marketing campaign.	K5	CO3
		(OR)		
	14.b.	Discuss how personalised experience help grab attention of the potential consumers.		
5	15.a.	Explain the responsibilities of a creative unit.	K6	CO2
		(OR)		
	15.b.	Discuss the design principles 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 revolutionized the way information is produced, distributed, and consumed in today's technologically advanced world'. Substantiate your view with suitable examples.	K2	CO1
2	17	"Market segmentation is crucial to the success of many businesses". Analyze the statement.	K4	CO5
3	18	Design a direct marketing strategy using digital media.	K6	CO2
4	19	Evaluate how political messages are disseminated through direct marketing campaigns.	K4	CO4
5	20	Examine the effectiveness of illustrations in direct marketing.	K5	CO4

Z-Z-Z

END