

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2019

Course: Digital Communication and New media
Programme: BBA (Media Management)
Time: 03 Hours
Instructions: Attempt all sections and questions

Course Code: MKTG2016
Semester: IV
Max. Marks: 100

SECTION A

Q.1.	Multiple choice question/true and false. Choose correct option with explanation	Marks	CO
	<p>i. One strength of using mobiles in a media plan is that they</p> <ul style="list-style-type: none">a. Allow a social peer group to spread an idea quicklyb. Are efficient on slower networksc. Are more important than TV as a mediumd. Have short and fleeting messages <p>ii. SIM stands for</p> <ul style="list-style-type: none">a. Social Instant Mediumb. Web 2.0 technologiesc. Social Media Marketingd. Social Influence Marketing <p>iii. What is unique about social media marketing?</p> <ul style="list-style-type: none">a. Interactive communicationb. Can combine game and other elementsc. Generates contacts quicklyd. All of the above <p>iv. Ambient communication</p> <ul style="list-style-type: none">a. Is only digital in natureb. Uses the environment to display its marketing messagesc. Engages the consumer in private spacesd. Facilitates the emergence of new platforms such as 3D technology <p>v. Mass media suggests communication to a large, _____, and unknown audience</p> <ul style="list-style-type: none">a. Payingb. Privatec. Olderd. Anonymous <p>vi. According to Daniel Bell, the main driving force in the shift to “postindustrial” society is _____.</p> <ul style="list-style-type: none">a. the computerb. scientific knowledgec. fibre-optic cabled. biotechnologye. satellite communication	2X10= 20	CO1,2

	<p>vii. Suggesting that new tools and machinery propel social change is _____ determinism.</p> <ol style="list-style-type: none"> Economic Technological Cultural Political Media <p>viii. A problem of the information society includes _____.</p> <ol style="list-style-type: none"> electronic crime surveillance uneven distribution of new media technological unemployment all of above <p>ix. A concern of feminists regarding the digital media is _____.</p> <ol style="list-style-type: none"> objectification of women. mindless entertainment for women. ownership by men. images of men in control. all of above <p>x. The Internet is used by ____ % of the world's population</p> <ol style="list-style-type: none"> 1 0.5 10 15 5 		
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SECTION B

Q2.	Short answer type questions.	Marks	CO
	<ol style="list-style-type: none"> Digital technology and knowledge society Data journalism Open source journalism Backpack journalism 	5X4=20	CO2
Q3.	Describe five ways in which you can improve your media-literacy skills and how they work.	10	CO3
Q4.	What are some ethical implications of the changes in privacy that have occurred because of social media like Facebook?	10	CO3
Q5.	What do you understand by precision journalism. Explain with suitable examples	10	CO3

SECTION-C

	Case/ application based questions	Marks	CO
Q6.	Discuss any media content you have created and what happened if you put it online. It could be a video clip, a music mash-up, blog, etc.	10	CO3
Q7.	Think of two songs that you particularly like from two different genres. Now imagine making a mash-up creatively combining elements of the two songs. What commercial potential might your new mash-up have, if any?	10	CO3
Q8.	Recent movies often break box office records. Why do you think this is so?	10	CO4

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SECTION A

Q.1.	Multiple choice question/true and false . Choose correct option with explanation	Marks	CO
	<p>i. Emerging technologies will continue to influence consumer behaviour in the future by enabling</p> <ul style="list-style-type: none">a. Newspapersb. Consumer-centricityc. Measurementd. Relevance filtering <p>ii. Which of the following is not a standard in online advertising?</p> <ul style="list-style-type: none">a. Static bannersb. Signalc. Referrals linksd. Bannere. Dynamic banners <p>iii. Paid advertising based on a per-click model is called</p> <ul style="list-style-type: none">a. Source advertisingb. Feedbackc. Search Engine Optimizationd. ICT indicatorse. Sponsored search-engine advertising <p>iv. Internet advertising has some weaknesses because</p> <ul style="list-style-type: none">a. it is not emotiveb. It cannot reach a global audiencec. It is not easy to trackd. It does not deliver good targeted reach <p>v. Which of the following is not a weakness of using online in the media plan?</p> <ul style="list-style-type: none">a. It can be intrusiveb. It can reach a global and local audiencec. It is not emotived. It is subject to high levels of clutter <p>vi. Mobile marketing to-date is most successful among</p> <ul style="list-style-type: none">a. Spanish consumersb. American consumers	2X10= 20	CO1,2

	<p>c. Younger consumers d. Asian consumers</p> <p>vii. Mobile marketing has innovative ways to reach the consumer. Which of the following is not one of them? a. Barcode calls-to-action b. Mobile retail payments c. Mobile apps d. Yellow pages advertising</p> <p>viii. One weakness of using mobiles in a media plan is a. The message is long-lived b. Rich content delivery is better than on a computer c. Privacy issues are of great concern among mobile users d. All devices are standardized for easy use across operating systems</p> <p>ix. Geotargeting allows an advertising campaign to concentrate on a fixed locale through mobile technology a. True b. False</p> <p>x. The statistics on unique visitors on a mobile device are highly reliable a. True b. False</p>		
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SECTION B

Q2.	Short answer type questions.	Marks	CO
	<p>a. Explain knowledge society b. The Power of New Media c. Various Modes and Usages of Social Media d. citizen journalism</p>	5X4=20	CO2
Q3.	What do you understand by annotative journalism?. Explain with suitable example	10	CO3
Q4.	Explain Multimedia convergence and Interactivity	10	CO3
Q5.	Explain merits and demerits of cyber journalism over traditional newspapers	10	CO3

SECTION-C

	Case/ application based questions	Marks	CO
Q6.	In which direction do you think digital media are more likely to go—toward a more open, diversified, multicultural, and democratic medium or toward a more corporate, commercialized, homogeneous, and centrally controlled medium? Why?	10	CO3
Q7.	List some changes you have seen in the past few years on the Internet in terms of your own use of digital media, and explain why you think these changes came about and whether you feel they are for the better or for the worse.	10	CO3
Q8.	With the emergence of digital platforms could a group of new digital filmmakers revolutionize the industry and dominate movie production and distribution like the early Hollywood movie moguls? Why or why not	10	CO4