



MANIPAL INSTITUTE OF TECHNOLOGY

MANIPAL

(A constituent unit of MAHE, Manipal)

VII Semester B. Tech. End Semester Examination November 2019

Digital Media Marketing - Principles and Strategies [CRA 4003]

Date of Exam: **26/11/2019** Time of Exam: **2 pm to 5 pm** Max. Marks: 50

Instruction to Candidate

Answer ALL the questions and missing data may be suitably assumed.

1A.	Explain the Harold Laswell communication model. Identify the factors that affect the success of communication.	5
1B.	What are the core functions of marketing communication? Explain the same with reference to the launch of a new product.	5
2A.	What are the advantages and disadvantages of using mass marketing communication? Explain.	5
2B.	Explain any five defining features of modern digital media.	5
3A.	Is SEM a free service? What is SERP? Explain the two ways to advertise through Google Adwords.	5
3B.	Explain the Social Media Response Process.	5
4A.	What are the advantages of E Mail Marketing? What are the parts of the well-designed E Mail? It is important that E mail design support CTA. Why?	5
4B.	Why is it not advisable to use Flash for creating the entire website? What is simplicity in UX projects? Explain how this concept can be used in creating better UX.	5
5A.	What are Interstitials? What are the different types of display advertising possible in online world? Explain each.	5
5B.	What are various mobile marketing channels? Explain any five.	5

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