



MANIPAL INSTITUTE OF TECHNOLOGY

MANIPAL

(A constituent unit of MAHE, Manipal)

VII Semester B. Tech. Make Up Examination December 2019

Digital Media Marketing - Principles and Strategies [CRA 4003]

Max. Marks: 50

Instruction to Candidate

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

1A.	What is mass media? Give examples. Explain the two step flow model of mass communication.	5
1B.	Discuss the following terms with respect to Online digital Marketing. a) CPM b) CPMV c) CPC d) RTB e) CPA	5
2A.	What is location based marketing? Explain the three location based marketing strategies with examples.	5
2B.	Digital Media has made a huge impact on traditional marketing. Explain this statement with relevant examples from Indian context.	5
3A.	How do buyers of digital advertising inventory manage multiple ad exchange and data exchange accounts? Explain.	5
3B.	Explain the concept of Real Time Bidding with examples.	5
4A.	Discuss the key features of mobile marketing with examples.	5
4B.	Define Functional UX and Creative UX. Explain the difference between both with examples.	5
5A.	Explain On Page and Off page Search Engine Optimization.	5
5B.	What are the challenges faced in marketing communication. Explain with examples	5