

Exam Date & Time: 05-Jan-2024 (02:30 PM - 05:30 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

SEVENTH SEMESTER B.TECH END SEMESTER EXAMINATIONS, JAN 2024
DIGITAL MEDIA MARKETING : PRINCIPLES AND STRATEGIES [CRA 4053]

Marks: 50

Duration: 180 mins.

A

Answer all the questions.

Instructions to Candidates: Answer ALL questions Missing data may be suitably assumed

- 1) Elaborate on the concepts of sustained, selective, and alternating attention, specifically in relation to digital marketing. Provide concise explanations for each. (3)
 - A)
 - B) In the realm of digital marketing, explain the three prevailing targeting strategies. Provide concrete examples to demonstrate each strategy. (3)
 - C) In the context of marketing communications, what are the four crucial attributes of modern digital communication systems that marketers need to consider? Explain. (4)
- 2) Substantiate with example the claim that, despite variations in their format, content, and delivery method, all marketing communications are fundamentally oriented towards accomplishing three key marketing objectives? (5)
 - A)
 - B) What role do Adtechs play in streamlining the process of purchasing and selling advertising spaces & opportunities in the digital domain? (3)
 - C) How does context marketing provide a solution to the dilemma faced by digital marketers in distinguishing themselves within the crowded digital media landscape? (2)
- 3) In terms of paid promotions, what are the four options Facebook provides? Explain. (4)
 - A)
 - B) What are the typical challenges that arise when implementing a social media advertising strategy, and how can a company create a protocol to effectively manage these challenges? (4)
 - C) Highlight the distinctive features of mass media in the 1970s and 1980s compared to online and digital media in the 1990s? (2)
- 4) Outline the key components of Harold Lasswell's 5W model of communication and provide a practical example to demonstrate its application. (4)

A)

B) What is Search Engine Marketing (SEM)? Provide instances or case studies to illustrate this concept. (3)

C) Explain the concept of marketing attribution with the help of a well-organized diagram illustrating the Linear Attribution model. (3)

5) What does brand personality refer to, and how has the establishment of a distinct brand personality played a crucial role in the success of Apple as a brand? (4)

A)

B) Describe the sequential steps of the AIDA funnel model in detail (4)

C) What are the different avenues through which users discover content and videos? Briefly describe each method. (2)

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