Exam Date & Time: 30-Nov-2023 (02:30 PM - 05:30 PM)

MANIPAL ACADEMY OF HIGHER EDUCATION

SEVENTH SEMESTER B.TECH END SEMESTER EXAMINATIONS, NOV - DEC 2023

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)		"Can you outline some potential disadvantages or challenges associated with using mass marketing communication in today's competitive business landscape?"	(2)
	A)		
	B)	What is an effective content planning approach, and could you provide an example to illustrate its successful implementation in a business context.	(3)
	C)	How can social media be leveraged to address and overcome business challenges?	(5)
2)		Discuss the online paid advertising in the early days of the Internet.	(3)
	A)		
	B)	Explain how behavioural tracking is used to deliver personalized ads.	(3)
	C)	Discuss the benefits of social media advertising compared to traditional advertising using mass media in terms of media planning and reaching specific targets.	(4)
3)		Briefly discuss how goals and Key Performance Indicators (KPIs) can be better achieved through usage of influencer marketing?	(2)
	A)		
	B)	Discuss the opportunities and threats while using social media for marketing by companies.	(4)
	C)	Explain native, pre-roll, in-stream video, and over-the-top advertising.	(4)
4)		Analyse the impact of the shift from Web 1.0 to Web 2.0 on digital communication. How did the transition to interactive and user-generated content platforms reshape the nature of online interactions and the role of individuals in the digital space?	(3)
	A)		
	B)	Discuss how the assumptions made by advertiser's impact the cost-effectiveness, precision of mass media advertising, and what challenges do these assumptions pose in tracking the	(3)

impact of marketing campaigns?

C)   Examine the Interconnected Ecosystem of Digital Advertising Platforms. Explore the roles
        of various advertising technology platforms, such as ad servers, SSPs, DSPs, DMPs, ad
        networks, and ad exchanges. Assess how these interconnected platforms facilitate the
        trading process between buyers and sellers in the digital advertising market. Provide   (4)
        insights into the functionalities of each platform and their contributions to the efficiency of
        programmatic advertising.

5)   Considering the highlighted affordances of mobile devices, discuss the significance of
        omnipresence in mobile marketing. How does the constant proximity and usage of
        smartphones by users provide unprecedented access to demographics? Provide examples to   (3)
A)   illustrate how marketers can capitalize on this omnipresence for effective communication.

B)   Using Uber and Airbnb as examples, explain the significance of self-perception alignment
        between a company and its users or the public. How can a misalignment in self-perception,
        as illustrated in the cases of Uber and Airbnb, impact a company's legal standing, branding,   (3)
        and public relations? Discuss the role of self-assessment in mitigating such challenges.

C)   Considering the constraints of smaller screens on mobile devices, analyse the advantages
        and challenges faced by mobile display advertising. Discuss how the limited visual field can
        be both a disadvantage and an advantage for marketers. Provide examples of effective   (4)
        strategies that leverage the unique characteristics of small screens.

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