

**Bharati Vidyapeeth's****Institute of Computer Applications and Management (BVICAM)**

A-4, Paschim Vihar, New Delhi-63

**FIRST SEMESTER [BA (JMC)] Internal Examination, December 2022****Paper Code: BA (JMC) 307****Subject: Digital Media Marketing****Time: 2 Hours****Maximum Marks: 45**

**Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.**

1.	Answer all the following questions briefly: -		1.5 × 10 = 15
	(a)	Explain the historical development of social media, highlighting key milestones and platforms.	CO1
	(b)	Describe the key features of social media platforms?	CO2
	(c)	Imagine you are a social media manager for a fashion brand. How would you engage with social consumers to increase brand loyalty and drive sales?	CO2
	(d)	Explain the terms SEO, SEM, and ZMOT, and explain their relevance in digital marketing.	CO4
	(e)	Develop a user-generated content campaign for any product or service of your choice.	CO4
	(f)	Create a digital marketing strategy for a new brand looking to establish itself on social media.	CO2
	(g)	Explain the concept of a "glocal" environment and its impact on audience engagement?	CO1
	(h)	Compare the strengths and weaknesses of different social networking sites.	CO1
	(i)	Imagine you are a social media manager for a nonprofit organization. How would you use social media to raise awareness for a charitable cause and engage with supporters?	CO2
	(j)	Explain how digital media has reshaped the way brands interact with customers and promote themselves	CO2
<b>UNIT - I</b>			
2.	(a)	Compare and contrast the communication features of different social media platforms. What types of interactions do these platforms facilitate?	5 CO2

	(b)	Identify and describe the fundamental features commonly found in social media platforms and social networks.	5	CO2
	(c)	Illustrate how these features can be utilized to enhance personal or business communication, highlighting specific examples and strategies.	5	CO4
3.	(a)	Outline the common issues and challenges that individuals and organizations face in the realm of social media.	5	CO2
	(b)	Develop a hypothetical marketing campaign that targets social consumers and utilizes the influence of social media influencers to promote a product or service	5	CO3
	(c)	Explain the characteristics of social consumers and social influencers in the context of social media marketing and online communities.	5	CO1
<b>UNIT – II</b>				
4.	(a)	Explain the concept of audience research and its significance in a "glocal" environment.	5	CO1
	(b)	Discuss the challenges that arise when trying to engage diverse audiences with varying cultural backgrounds. How can audience research help address these challenges and create meaningful engagement strategies?	5	CO2
	(c)	Design a digital media brand-building strategy for a hypothetical startup, considering the choice of platforms, content, and engagement tactics.	5	CO2
5.	(a)	Explain the key concepts of SEO, SEM, keywords, viral marketing, email marketing, and ZMOT, detailing their roles and importance in digital marketing?	5	CO2
	(b)	Create a user-generated content campaign for a specific brand or product, incorporating storytelling elements to enhance audience engagement.	5	CO4
	(c)	Evaluate the relative effectiveness of different digital marketing strategies, including viral marketing and email marketing, in achieving specific marketing goals. How can they be optimized for better results?	5	CO4