

Registration Number:

Date & Session:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

**MA IN JOURNALISM & MASS COMMUNICATION – III SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**MC 9822: DIGITAL COMMUNICATION**

**Time: 2 ½ Hours Max Marks: 70**

**This paper contains THREE printed pages and THREE parts**

**Time- 2 ½ hrs Max Marks-70**

1. **Answer all the multiple choice questions. (10X1 =10)**
2. If the objective of the brand is Awareness. Choose the correct Key Performance Index. Choose One
3. Video Views
4. Impressions
5. Reach
6. Clicks
7. The objective is to get maximum sales from your media plan. What will be the media buy type? Choose One
8. CPM
9. CPC
10. CPA
11. CPD
12. In a media report, what is CTR? Choose one
13. Click Throw Rate
14. Click This Rate
15. Click Thru Rate
16. If a user Likes, Comments and shares this is called? Choose one.
17. Awareness
18. Education
19. Engagement
20. What is the main creative format used in YouTube channel advertising. Choose one.
21. Image Post.
22. Banners
23. Video
24. Audio.
25. 12 users came to Economic Times and viewed 8 pages each. How Many Page views have they generated. Choose one.
26. 92
27. 100
28. 99
29. 96
30. An impression is? Choose one.
31. Number of time user visits a page
32. Number of times the page is served to the user
33. Number of times the ad is shown to the user
34. Number of times the page is viewed by the user
35. A website is considered as? Choose one.
36. Owned Media
37. Paid Media
38. Earned media
39. If a publisher wants to sell their inventory they will do it through? Choose One .
40. DSP
41. SSP
42. DMP
43. All of the above
44. Which of the following is not a digital activity. Choose One
45. Social Media Marketing
46. SMS Advertising
47. Print Advertising
48. Email Marketing
49. All of the above
50. **Write short notes on the following questions in 200 words each. (4X7=28)**
51. What is Paid, Owned and Earned Media, Explain with examples.
52. Explain minimum ten forms of Digital Marketing Activities with examples.
53. What is the difference between DSP, SSP and DMP. Explain in detail.
54. What are the different paths in a consumer decision journey? Explain each of them with examples.
55. **Answer any TWO questions in about 350 words each. (2X16 =32)**
56. Create a detailed Digital Media Strategy. Please choose your objective for the brand of your choice and explain the process with detailed description of each platform.
57. What is programmatic advertising? Define and explain. What are the different sections in programmatic ecosystem and explain them in detail.
58. Create a detailed content strategy explaining the different types of content. Choose any brand and build the strategy with short examples for each.

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