**ST JOSEPH’S UNIVERSITY, BENGALURU -27**

Registration Number:

Date & Session:

**MA MASS COMMUNICATION AND JOURNALISM – III SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November /December 2023)**

**MC 9623: Digital Communication**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 50**

**This paper contains ONE printed page and TWO parts**

**PART-A**

**Answer any FIVE of the following questions in about 150 words each. (5X6=30)**

1. What is digital media communication? How does it differ from traditional forms of communication?
2. Discuss the content strategies of any company or business that have effectively utilised video platforms for marketing.
3. Explain page rank and its significance with reference to online visibility.
4. What are KPIs? Why are they important for businesses? What are some common KPIs used in marketing?
5. Explain the importance of data analysis in digital media strategies. How can organizations benefit from the data insights?
6. What is organizational hybridity? What are the advantages and challenges associated with it?
7. Discuss any four effective strategies for creating an engaging and shareable social media content to improve website traffic.

**PART-B**

**Answer any TWO of the following questions in about 250 words each. (2X10=20)**

1. Discuss in detail a social media marketing campaign of any organisation highlighting the strategies that made it effective.
2. What is digital advertising? Explain in detail its different forms with examples.
3. Explain any five best practices to improve search engine rankings.
4. Discuss the key steps involved in developing a media plan for digital media channels.

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