

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

Registration Number:

Date & session:

**MA ADVERTISING AND PUBLIC RELATIONS– 2nd SEMESTER**

**SEMESTER EXAMINATION: APRIL 2024**

**(Examination conducted in May / June 2024)**

**APR 8122: 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 questions in 150 words each. (5x6=30)**

1. Discuss the role of social media in digital marketing.
2. Explain the importance of content marketing in building brand reputation.
3. What are the key components of a digital marketing strategy?
4. Briefly explain the importance of SEO in digital marketing.
5. What are the forms and format of digital advertising? Explain them with examples.
6. Evaluate the effectiveness of influencer marketing in the current digital landscape.
7. Explain how different buy types like CPM, CPC, CPV and CPA are used in creating a media plan. Showcase with examples.

**PART B**

**Answer any TWO in 250 words each (2x10=20)**

1. Analyse the influence of social media marketing on enhancing brand recognition and awareness. Elaborate on the various strategies used within social media platforms to build brand visibility.
2. Explain the advantages and disadvantages of email marketing. Write down a flow for a drip mailer for any e-commerce brand of your choice.
3. Why is audience targeting important? What are the different types of audience that we can target. Explain them in detail.

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