

S.D.E.
M.B.A. Sem-IV (2013 Course) : SUMMER - 2019
SUBJECT- Elective-VI: DIGITAL MEDIA ENVIRONMENT & CONTROL
(MEDIA & ENTERTAINMENT)

Day: Tuesday
Date: 21/05/2019

S-2019-5068

Time: 02.00 PM TO 05.00 PM
Max Marks: 70

N.B:

- 1) Attempt any **THREE** questions from Section-I and any **TWO** Questions from Section-II.
 - 2) Each question carries **14** marks.
 - 3) Answer to both the sections should be written in **SAME** Answer book.
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SECTION-I

- Q.1** Elaborate on today's digital culture.
- Q.2** What is 'Digital Story Telling'? How it can be used in digital media.
- Q.3** What are unified communication systems? Discuss in details.
- Q.4** 'Digital marketing and Advertising have added a new perspective to the businesses'. Comment.
- Q.5** Write short notes on any two of the following:
i) Digital/ mobile Environment
ii) DIY/ Self authoring tools
iii) Digital Distribution

SECTION-II

- Q.6** Discuss possible impact of Reliance Jio on digital environment in India
- Q.7** Outline as to how digital trend setting analysis can be done for an e- commerce company.
- Q.8** Which steps will you take to become a digital entrepreneur?

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