

S.D.E.

M.B.A. SEM-IV (2013 COURSE) : SUMMER - 2018

SUBJECT: Elective-VI: DIGITAL MEDIA ENVIRONMENT & CONTROL  
(Media & Entertainment)

Day: **Saturday**  
Date: **23/06/2018**

S-2018-4431

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) Figures to the right indicate **FULL** marks.
- 3) Both the sections should be written in **SEPARATE** answer book.

- Q.1 Mobile Environment today is creating identity to the individuals? How? (14)
- Q.2 Digital advertising is more customized? Explain with suitable example. (14)
- Q.3 What are the tools and techniques of digital Story Telling? (14)
- Q.4 What are the ways and means of analyzing digital media? Comment. (14)
- Q.5 Write short notes on any **TWO** of the following: (14)
- a) Face book
  - b) United Communication System
  - c) Digital culture

**SECTION-II**

- Q.6 As a CEO of new startup company of Tours and Travel, prepare a digital marketing plan to reach out customers. (14)
- Q.7 What are the alternate Digital distribution channels available in India? Comment. (14)
- Q.8 Comment on any Successful Digital Entrepreneur in India. (14)