

S.D.E.

M.B.A. Sem-IV (2013 Course) : WINTER - 2018

**SUBJECT- Elective-VI: DIGITAL MEDIA ENVIRONMENT & CONTROL
(MEDIA & ENTERTAINMENT)**

Day: Wednesday
Date: 12/12/2018

W-2018-4600

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) Answers to the both the sections should be written in **SEPARATE** Answer books.
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SECTION-I

- Q.1** What is the impact of digital Environment on identity of individual? Explain with suitable examples.
- Q.2** Critically evaluate the evolution of Digital Marketing and Advertising in India.
- Q.3** Digital Distribution is becoming powerful in reaching the prospectus. Explain the ways and means of digital distribution.
- Q.4** What is the scope for digital entrepreneurship in India? Comment.
- Q.5** Write short notes on any two of the following:
i) Digital Culture
ii) Self-Authorizing Tools
iii) Unified Communication System
iv) Digital Media types

SECTION-II

- Q.6** Explain the story of any Indian start up entrepreneur in India, who has used digital environment as platform for entering in the market.
- Q.7** How business analysis is carried out in digital system? Explain with suitable example.
- Q.8** Explain the concept of digital India launched by central government. Explain its future potential with its present's scope.

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