

S.D.E.

M.B.A. SEM-IV (2013 COURSE) : WINTER - 2017

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

Day: **Thursday**  
Date: **28/12/2017**

**W-2017-4240**

Time: **02.00 PM TO 05.00 PM**  
Max Marks: 70

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**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.
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**SECTION-I**

- Q.1** How is Digital Culture in India changing? Explain with examples. (14)
- Q.2** Digital marketing is giving to be future in modern marketing. Critically evaluate the digital marketing. (14)
- Q.3** What is the role of Social Media in Digital distribution? (14)
- Q.4** What is United Communication System? Explain. (14)
- Q.5** Write short notes on any **TWO** of the following: (14)
- a) Digital identify
  - b) Twitter
  - c) Digital media

**SECTION-II**

- Q.6** Digital India campaign is initiated by Central Government of India? Take the review of the same with the perspective of digital media environment in India. (14)
- Q.7** What are the changes taking place in Mobile Environment in India? How it will affect the consumption habits of customers. (14)
- Q.8** As a Chief Executive of Online Marketing Organization, prepare media plan for Diwali festival. (14)