

PH 101.3c

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St Aloysius College (Autonomous)

Mangaluru

**Semester III- P.G. Examination – M.A. (Journalism & Mass
Communication)**

JANUARY-2021

DIGITAL MEDIA MARKETING

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Time: 3 Hours

Max Marks: 70

SECTION - A

Write essays on any THREE of the following

(3x15 = 45)

1. Explain digital media marketing on various social media platforms.
2. Explain digital marketing mix and give detail of creative and exchanging ad campaigns.
3. Discuss the salient features of a CMS used for your personal blog.
4. Explain the process of keyword research with special emphasis on distinguishing keywords for SEO & SEM.
5. Define social media metrics and how we can use the digital media marketing strategies through Instagram and snapchat?

SECTION - B

Write short notes on any FIVE of the following.

(5x5 = 25)

- a. Push Notifications
- b. Alexa Ranking
- c. UX and UI
- d. Content Marketing
- e. Direct Marketing
- f. Google Analytics

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St Aloysius College (Autonomous)

Mangaluru

**Semester III- P.G. Examination – M.A. (Journalism & Mass
Communication)**

JANUARY-2021

CREATIVE STRATEGY & COMMUNICATION

Time: 3 Hours

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Max Marks: 70

SECTION - A

Write essays on any THREE of the following

(3X15 = 45)

1. Describe the components of the creative strategy with appropriate examples.
2. Elucidate the five stages of creativity with suitable examples.
3. Discuss the various psychological factors that influence consumer behavior.
4. Explain the principles of copy writing.
5. Describe the roles and responsibilities of a Graphic designer.

SECTION - B

Write short notes on any FIVE of the following.

(5X5 = 25)

- a. Product Photography
- b. Base Lines
- c. Client Servicing
- d. Creative Pitch Development
- e. The Creative Plan
- f. Brand Salience
- g. Running research groups.

PH 103.3

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St Aloysius College (Autonomous)

Mangaluru

Semester III – P.G. Examination – M.A. (Journalism & Mass Communication)

JANUARY-2021

ADVERTISING AND MARKETING COMMUNICATION

Time: 3 Hours

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Max Marks: 70

SECTION - A

Write essays on any THREE of the following

(3x15 = 45)

1. Explain the nature and scope of marketing communication.
2. Discuss the following:
 - a. promotional mix
 - b. segmentation
 - c. promotional objectives.
3. Explain agricultural marketing and the challenges involved in this form of marketing.
4. Create a Television Commercial for the promotion of a Korean cosmetic company in India.
5. Create a campaign for promoting Covid vaccine in rural market in India.

SECTION - B

Write short notes on any FIVE of the following.

(5x5 = 25)

- a. Rural consumer vs urban consumer
- b. DAGMAR approach
- c. Significance of advertising agencies
- d. Internet media for marketing communication
- e. International marketing
- f. Consumer decision making process
- g. "No sales without advertisement." Analyse this statement.

PS 105.3

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St Aloysius College (Autonomous)

Mangaluru

Semester III – P.G. Examination – M.A. (Journalism & Mass Communication)

JANUARY-2021

ENVIRONMENT AND MEDIA

Time: 3 Hours

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Max Marks: 70

SECTION - A

Answer any THREE of the following in 450 words each. (3x15=45)

1. Recent climate research published in the *Scientific Reports* journal claims that the Earth" is already past a point-of-no-return for global warming". Does the media have a role in mitigating the climate crisis? Substantiate your response.
2. Environmental stories account for a miniscule portion of the news in traditional media. What are some of the economic and political factors that adversely affect the coverage of issues related to the environment?
3. What are the renewable sources of energy that are well-suited for the Indian context? Is it necessary to reduce our dependence on non-renewable sources of energy?
4. What is the role of cinema and folk media in formulating public opinion about the environment?
5. Discuss in detail some of the environmental impacts of the Covid-19 pandemic.

SECTION - B

Answer any FIVE of the following in 150 words each. (5x5=25)

- a. Greta Thunberg
- b. Amazon forest fires
- c. Environment Protection Act
- d. Biodiversity Act
- e. Chipko movement
- f. Greenpeace
- g. Podcasts and environmental awareness
