**ST.JOSEPH’S UNIVERSITY, BENGALURU -27**

**MA ADVERTISING AND PUBLIC RELATION – II SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

**(Examination conducted in May 2023)**

**APR8122 DIGITAL COMMUNICATION**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 50**

**This paper contains TWO printed pages and THREE parts**

**PART-A**

1. **Answer the following questions. 5x2=10**
2. What is CTR and VTR? Choose One
3. Click Then Rate, View Then Rate
4. Click This Rate, View This Rate
5. Click Through Reach, View Through Reach
6. Clicks Through Rate, View Through Rate
7. If you got 50 Sales after spending 100,000 INR on Instagram Sponsored Post, 2000 INR will be your\_\_\_\_\_\_\_\_\_\_\_.
8. CPM
9. CPC
10. CPA
11. CPV
12. What is the term used to describe the practice of optimizing a website to improve its ranking on search engine results pages?

a) Social media optimization

b) Search engine optimization

c) Pay-per-click advertising

d) Content marketing

1. Which of the following is NOT an example of a social media platform?
2. Facebook
3. Google
4. Instagram
5. Twitter
6. Which of the following is an example of earned media?
7. A television advertisement
8. A billboard on a highway
9. A newspaper article featuring your product
10. A sponsored post on social media

**PART-B**

**II. Answer any TWO questions in 150 words each. 2x5=10**

1. What is SEO? How can businesses optimise their website for search engines? Explain SEO and it’s role in digital marketing.
2. Explain how different buy types like CPM, CPC, CPV and CPA are used in creating a media plan. Showcase with examples.
3. Define Digital Marketing along with the objectives that they achieve. Showcase 5 advantages of digital marketing over traditional marketing.

**PART-C**

**III. Answer any TWO questions in 350-400 words. 2x15=30**

1. Take a brand of your choice and explain the purchase funnel, POW framework and create a digital marketing strategy for awareness as an objective. Use clear assumptions while creating the strategy. Detailed media plan is not required. However, choice of media channel with rational is required.
2. Explain Programmatic Advertising and how it’s different from traditional advertising methods. Elucidate the benefits and challenges of programmatic advertising along with how businesses navigate these challenges.
3. Explain search ranking on-page and off-page SEO. Discuss how a search engine works and the points that we need to know while optimising a website for SEO.

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