

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF FINE ARTS (B. F. A.) – GAME DESIGN
EXAMINATION: JANUARY - 2022
SIXTH SEMESTER

Sub.: Game Distribution & Marketing (Theory) (221621)

Date: 18/01/2022

Total Marks: 40

Time: 10.00 am to 12.00 pm

Instructions: All questions are compulsory.

Q. 1. Multiple choice questions (10)

1. Marketing involves encouraging people to buy a product or service
a) Always True b) Always False c) Partly True d) None of the above
2. Marketing of a game that utilizes Internet and online based technologies is known as ...
a) Relationship marketing b) Traditional Marketing c) Digital Marketing d) Cause Marketing
3. people who have a big social media following
a) Borrowers b) Investors c) Influencers d) Bankers
4. When someone famous uses their own image to help promote a particular product, it is called
a) billboard b) endorsement c) placement d) spread
5. New-to-the-world Game products are _____
a) low-cost products designed to obtain an edge in highly competitive markets b) new product enhancements that supplement established Game products c) new versions of an existing Game product that has been less successful d) new Game products that create an entirely new market
6. Packaging can be used to:
a) Attract customer attention b) Preserve the produce to ensure quality c) Communicate product benefits d) All of the above
7. Which element of the marketing mix is a source of revenue for the business?
a) Product b) Place c) Promotion d) Price
8. Pinterest, Instagram, Facebook are example of
a) DISPLAY ADS b) PODCASTS c) SOCIAL MEDIA ADS d) VIDEO ADS
9. Deciding how much to charge for in game content and services
a) Marketing b) Goods c) Pricing d) Selling
10. Deciding on how games get into players' hands
a) Selling b) Distribution c) Pricing d) Product service management

Q. 2. Write short notes on. (Any two) (10)

1. Write a short note on app store optimization
2. Explain how influencer marketing works for games
3. Explain risks involved in influencer marketing

Q. 3. Write the Answers of the following (Any 4) (20)

1. You are making a kids(4 to 6yr old) board game. As marketing research you are asked to create a 10 Question Survey to understand what are the expectations and understanding of the parents of those kids. Create a Survey with 10 Questions.
 2. Your game is ready to be launched in Android . Explain how will you implement Zero budget marketing strategy for your game.
 3. What are the best ways to market a PC game , explain in detail
 4. What is the best marketing strategy we can use for a Candy crush game
 5. Explain affiliate marketing
-