

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: MAY - 2024
SECOND SEMESTER
Sub: Digital PR and Marketing (MADPR 22-201)

Date: 8/05/2024

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One) (15)

A) What is digital marketing. Explain new trends of Digital Marketing in detail with Example.

OR

B) How digital marketing help small companies and digital organizations? Explain with example.

Q. 2. Write short notes. (Any Three) (15)

- 1) Static and Dynamic Website
- 2) Inbound and Outbound Marketing
- 3) Digital marketing Boon or Bane
- 4) Need of Digital Marketing

Q. 3. Open Ended Question (10)

Do a SWOT analysis of a brand (take brand of your choice) in detail including all factors before designing a digital campaign of that brand
