

Program: T.Y.B.A.M.M.C	Semester: VI	Program Code: 4000166
Course: Digital Media		Course Code: BAMMC DRGA-601
Duration: 2 ½ Hours	Examination Pattern: Choice Based – External	Max. Marks: 75

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Examination:
REGULAR

Q.1 Case study

A national digital news network is facing declining organic reach despite high publishing frequency. Analytics indicate high bounce rate and low repeat visits. Competitors use AI driven recommendations, data visualisation, subscription models, and short form video storytelling. The management plans to revamp SEO, audience segmentation, monetisation, and credibility mechanisms while ensuring regulatory compliance.

With reference to the above case study, answer the following questions:

- a) Identify and critically analyse the core digital challenges presented in the case. [05]
- b) Evaluate the strategic digital tools and platforms used in the scenario. [05]
- c) Propose a comprehensive digital media strategy for sustainable growth and engagement. [05]

Q.2 Answer the following.

- a) Explain advanced SEO and content optimisation strategies in digital media. [08]
- b) Discuss data analytics and audience segmentation in digital platforms. [07]

OR

- c) Examine digital advertising models including programmatic buying. [08]
- d) Discuss engagement metrics and performance measurement in digital campaigns. [07]

Q.3 Answer the following.

- a) Analyse social media strategy and content planning frameworks. [08]
- b) Discuss ethical issues and regulatory challenges in digital media. [07]

OR

- c) Evaluate artificial intelligence applications in digital media ecosystems. [08]
- d) Discuss personalisation and recommendation systems in digital platforms. [07]

- Q. 4 Answer the following.**
- a) Examine monetisation models in digital media including subscription and ad based systems. **[08]**
 - b) Discuss cyber security and data privacy concerns in digital platforms. **[07]**
- OR**
- c) Analyse online journalism practices in the digital era. **[08]**
 - d) Discuss digital transformation challenges in legacy media organisations. **[07]**
- Q. 5 Short Note: (Any 3) (5 marks each) [15]**
- a) Influencer marketing
 - b) Digital storytelling
 - c) Web analytics
 - d) Media convergence
 - e) Digital citizenship

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