

B. M. S. DEGREE (C.B.C.S.S) EXAMINATION, MARCH 2018
(2015 Admission Regular)
SEMESTER VI - CORE (BMS)
CO6B17TB - DIGITAL BRANDING

Time : 3 Hours

Maximum Marks : 80

Part A**I. Answer all questions. Each question carries 1 marks (6x1=6)**

1. What is meant by campaign optimization?
2. Identify any one objective of any digital branding campaign that you have seen.
3. List four areas where content can be published.
4. How does 'ongoing conversations' with consumers help a brand?
5. Define UI.
6. Define RTB.

Part B**II. Answer any Seven questions. Each question carries 2 marks (7x2=14)**

7. What does it mean when it is said, brands have lesser control of their digital branding?
8. Explain the difference in branding in the digital age as compared to the traditional era.
9. What is the difference between content strategy and content marketing strategy?
10. What are the benefits of free v/s paid content and in what situations are these beneficial?
11. Define co creation.
12. Why do consumers generate content?
13. How can business value be created through gamification.
14. Explain the four types of players of gamefication.
15. Briefly explain the blogging platform of today's world.
16. What is meant by creator archetype.

Part C**III. Answer any Five questions. Each question carries 6 marks (5x6=30)**

17. Describe the various types of ad formats.
18. Explain the features of a good content.
19. Explain the three content models with examples.
20. Explain the future of consumer generated content.
21. Discuss the classification of consumer generated content?
22. Does gamification has a positive future in digital branding? Substantiate your answer with explanation.
23. Explain the principles of gamification.
24. Explain how digital display changes with target audience.

Part D**IV. Answer any Two questions. Each question carries 15 marks (2x15=30)**

25. How to create value in content production and distribution.
26. Discuss the elements of gamification.
27. What is meant by gamefication network.Explain the relevance of gamefication in todays business world.
28. Discuss your understanding on the future of media.