



BHARATI VIDYAPEETH'S
INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)
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Course Code: BA (JMC)-307

Course Name: Digital Media Marketing

Assignment - 1

(Based on Unit - I & II)

- | | <u>Marks</u> |
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| Q1. Analyze the impact of social media on modern society and identify the major ethical and privacy issues associated with its usage. (BTL4/CO1) | (4) |
| Q2. Compare and contrast the features and purposes of different types of social networking sites, categorizing them based on their intended audience and primary functionalities. (BTL5/CO1) | |
| Q3. Evaluate the behavior and characteristics of social consumers in today's digital landscape, considering their impact on brand perception, purchase decisions, and the strategies businesses can employ to effectively engage with them. (BTL5/CO1) | (4) |
| Q4. Design a comprehensive digital media marketing strategy for a new brand, outlining the various stages of brand building, the key digital platforms and tools to utilize, and the metrics to measure success, while considering the target audience and competition. (BTL6/CO2) | (4) |
| Q5. Analyze the ethical considerations and potential challenges associated with viral marketing campaigns in the digital age. (BTL4/CO2) | (4) |
| Q6. Analyze the evolving trends in SEO, including the impact of voice search and mobile optimization, and assess the ethical implications of SEO practices, considering issues like keyword stuffing and link schemes. (BTL4/CO2) | (4) |