



UNIVERSITY EXAMINATIONS

SECOND SEMESTER 2023/2024 ACADEMIC YEAR

**THIRD YEAR EXAMINATION FOR THE DEGREE OF
BACHELOR OF MEDIA AND COMMUNICATION**

COMM 321: DIGITAL COMMUNICATION

STREAM: R

TIME: 2 HRS

DAY: WEDNESDAY [8.30 - 10.30 A.M] DATE: 10/04/2024

THIS QUESTION PAPER CONSISTS OF FOUR (4) PAGES

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**QUESTION ONE (30 MARKS)**

- a) Briefly explain, influencers have become a crucial part of digital marketing strategies. Discuss the advantages and disadvantages of using influencers for brand promotion. Provide examples to support your points. **(4 Marks)**
- b) Explain the concept of viral marketing and provide an example. **(4 Marks)**
- c) Describe three key elements of a successful social media strategy. **(4 Marks)**
- d) Digital media has transformed the way news is consumed and disseminated. Analyze the impact of digital media on journalism, including both positive and negative aspects. Deference between owned, earned, and paid media. **(4 Marks)**
- e) The Impact of Augmented Reality (AR) on Digital Marketing: Explore the ways in which augmented reality is changing the landscape of digital marketing. Discuss its potential applications, benefits, and challenges for brands and consumers. **(4 Marks)**
- f) What are Search Engines? **(4 Marks)**
- g) Types of Search Engines, **(4 Marks)**
- h) Discuss How Search Engines work and how they rank websites based upon a search term? **(5 Marks)**
- i) What are the areas of operation for Search Engine Optimization **(5 Marks)**

QUESTION TWO (20 MARKS)

- a) Data Privacy in Digital Media: With the increasing use of personal data for targeted advertising and content personalization, analyze the ethical considerations and challenges surrounding data privacy in digital media. Provide examples and suggest measures to address these concerns. **(5 Marks)**
- b) Platforms are utilized during crises for communication and information dissemination. **(5 Marks)**
- c) Discuss notable examples of successful and unsuccessful crisis communication strategies on social media. **(5 Marks)**



- d) The Evolution of Video Content in Digital Marketing: Trace the evolution of video content in digital marketing, from traditional advertisements to the rise of platforms like YouTube and TikTok. Assess the effectiveness of video as a communication tool and its impact on consumer engagement. **(5 Marks)**

QUESTION THREE (20 MARKS)

- a) Cross-Platform Integration in Digital Marketing: Explore the advantages and challenges of implementing cross-platform integration in digital marketing campaigns. Discuss how brands can effectively maintain a consistent message across various online channels. **(10 Marks)**
- b) The Influence of Algorithms on Content Discovery: Investigate how algorithms impact the way users discover content on platforms like social media, streaming services, and news websites. Discuss the implications of algorithmic content curation on user behavior and diversity of information. **(10 Marks)**

QUESTION FOUR 20 MARKS)

- c) Interactive Content and User Participation: Explore the growing trend of interactive content in digital media communication. Discuss the benefits of interactive elements such as quizzes, polls, and live chats in fostering user participation and brand engagement. **(10 Marks)**
- d) Digital Media and Cultural Representation: Investigate how digital media platforms influence cultural representation and diversity. Discuss the impact of social media in amplifying underrepresented voices and the challenges associated with combating stereotypes online. **(10 Marks)**



QUESTION FIVE (20 MARKS)

- a) The Future of Digital Media Trends: Speculate on the future trends in digital media communication. Discuss emerging technologies, changing consumer behaviors, and potential shifts in the digital landscape that may shape the industry in the coming years **(4 Marks)**
- b) Explain why do you need an SEO Friendly Website? **(2 Marks)**
- c) Discuss the stages involved in Developing an SEO Friendly Website **(4 Marks)**
- d) Highlight the Advantages of Mobile Advertising **(4 Marks)**
- e) What is Web Analytics? **(2 Marks)**
- f) Discuss the Types of Web Analytics **(4 Marks)**

