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Reg. No. | | | | | | | | |

IV Semester M.B.A (Day and Evening) Degree Examination, December - 2023

MANAGEMENT

Integrated Marketing Communications and Digital Marketing

(CBCS Scheme 2019 onwards)

Paper : 4.33

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any Five questions from the following. Each question carries 5 marks.

(5×5=25)

1. What is meant by client servicing? Explain.
2. Explain the meaning of IMC briefly.
3. What is media scheduling? What is its relevance in communications?
4. What is the role of the audit bureau of circulation? Why is it important?
5. What are Usenet newsgroups? How are they useful?
6. What are google ad words? How are they used? give examples.
7. What is podcasting? What is its usefulness in today's world?

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SECTION - B

Answer any Three questions from the following. Each question carries 10 marks.

(3×10=30)

8. Explain the functioning of the creative and media department in an ad agency. What are the guidelines for evaluating creativity?
9. Write in detail about the functioning in the current context about the vibrant media spread in India.
10. What is the impotance and significance of digital marketing changing media consumption treands?
11. Explain how search engine marketing is done and online reputation is maintained by a business enterprise.

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SECTION - C

12. Compulsory Case Study: **(1×15=15)**

The camera never lies. Except, of course, it does-and seemingly more often with each passing day.

In the age of the smartphone, digital edits on the fly to improve photos have become common place, from boosting colours to tweaking light levels. Now, a new breed of smartphone tools powered by artificial intelligence (AI) are adding to the debate about what it means to photograph reality. Google's latest smartphones released last week, the pixel 8 and Pixel 8 Pro, go a step further than device from other companies. They are using AI to help alter people's expressions in photographs.

It's an experience we've all had: one person in a group shot looks away form the camera or fails to smile. Google's phones can now look through your photos to mix and match from past expressions, using machine learning to put a smile from a different photo of them into the picture. Google calls it Best Take. The devices also let users erase, move and resize unwanted elements in a photo - from people to buildings- "filling in" the space left behind with what's called Magic Editor. This uses what's known as deep learning, effectively an artificial intelligence algorithm working out what textures should fill the gap by anaysing the surrounding pixels it can see, using knowledge it has gleaned from millions of other photo. It doesn't have to be pictures taken on the device. Using the Pixel 8 Pro you can apply the so-called Magic Editor or Best Take to any pictures in Your Google Photos library.

For some observers this raises fresh questions about how we take photographs. Google's new AI technology has been discribed variously by tech commentators and reviewers as potentially "icky" (The Verge), "creepy" (Tech Radar) and having the potential to "pose serious threats to people's (already fragile) trust of online content" (Cnet). Andrew Pearsall, a professional photographer, and senior lecturer in Journalism at the University of South Wales, agreed that AI manipulation held dangers. "One simple manipulation, even for aesthetic reasons, can lead us down a dark path, "he said. He said the risks were greater for those who used AI in professional contexts but there were implications to for everyone to consider. "You've got to be very careful about 'When do you step over the line? "It's quite worrying now you can take a picture and remove something instantly on your phone. I think we are moving into this realm of a kind of fake world".

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Speaking to the BBC,Google's Isaac Reynolds, who leads the team developing the camera systems on the firm's smartphones, said the company takes the ethical consideration of its consumer technology seriously. He was quick to point out that features like Best Take were not "faking" anything. Camera quality and software are key to the company competing with Samsung, Apple and others-and these AI features are seen as a unique selling point. And all of the reviewers who raised concerns about the tech praised the quality of the camera system's photos.

Questions:

a) What is your take on these new camera features? Do they pose threats to people's privacy?
b) Is Best take faking? Or is it a simple attempt for a unique selling point?
c) In the context of AI taking over reality in the modern world, explain how digital marketing companies can maintain their image during social media campaigning.

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