

DIGITAL MARKETING
MBA Programme, Class of 2025
Semester III (III A)
FINAL EXAMINATION

EXAM INSTRUCTIONS:

- This is a student-group based final examination. Refer to the student group allocation information indicated at the end of this document.
- In a WORD DOCUMENT, type each Group member's **full name, roll number, section number** and **Group number** on the TITLE PAGE of your submission.
- Each examination question has a stipulated number of grading points. Plan your time accordingly.
- Put away all course materials, mobile phones, and any learning aids (except calculators, empty sheets, pens, etc.)
- Enter your responses in font **GEORGIA** and in font size **12**. Use **1.15 LINE SPACING**.
- Manage your responses to the exam questions within the stipulated number of words. *Do include the relevant question as part of your response in the answer sheet.*
- **NOTE: Each group member is to attempt an equal number of questions in the Exam. The name of the respective group member is to be noted alongside the answer in response to each allocated question.**
- This final exam comprises *30% of the course grade.*

ASSIGNED CASE STUDY:

The Hunger Games: Catching Fire

Using Digital and Social Media for Brand Storytelling

Supplementary Materials

The following materials can be used to aid your understanding of the case:

- **Videos illustrating transmedia storytelling**
 - Cinderella 2.0: Transmedia Storytelling, FCB Global, <https://www.youtube.com/watch?v=CP-zOC15md0>
 - Transmedia Storytelling & Content Planning | Richard Hanna, <https://www.youtube.com/watch?v=ya18Eh8VONG>
- **Background on transmedia storytelling:**
 - Henry Jenkins' blog at <http://henryjenkins.org>
 - Engage Learners with Transmedia Storytelling | Elaine Raybourn | TEDxABQED, https://www.youtube.com/watch?v=_j-2Ct9V9cQ
- **Videos related to the Case Study:**

Marketing Final Exam Solutions Coursera

J Elliott



Marketing Final Exam Solutions Coursera:

Marketing Final Exam Solutions Coursera Book Review: Unveiling the Power of Words

In a global driven by information and connectivity, the energy of words has be more evident than ever. They have the ability to inspire, provoke, and ignite change. Such could be the essence of the book **Marketing Final Exam Solutions Coursera**, a literary masterpiece that delves deep into the significance of words and their impact on our lives. Compiled by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book is key themes, examine its writing style, and analyze its overall impact on readers.

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Table of Contents Marketing Final Exam Solutions Coursera

1. Understanding the eBook Marketing Final Exam Solutions Coursera
 - The Rise of Digital Reading Marketing Final Exam Solutions Coursera
 - Advantages of eBooks Over Traditional Books
2. Identifying Marketing Final Exam Solutions Coursera
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Marketing Final Exam Solutions Coursera
 - User-Friendly Interface
4. Exploring eBook Recommendations from Marketing Final Exam Solutions Coursera
 - Personalized Recommendations
 - Marketing Final Exam Solutions Coursera User Reviews and Ratings

- Marketing Final Exam Solutions Coursera and Bestseller Lists
- 5. Accessing Marketing Final Exam Solutions Coursera Free and Paid eBooks
 - Marketing Final Exam Solutions Coursera Public Domain eBooks
 - Marketing Final Exam Solutions Coursera eBook Subscription Services
 - Marketing Final Exam Solutions Coursera Budget-Friendly Options
- 6. Navigating Marketing Final Exam Solutions Coursera eBook Formats
 - ePub, PDF, MOBI, and More
 - Marketing Final Exam Solutions Coursera Compatibility with Devices
 - Marketing Final Exam Solutions Coursera Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Marketing Final Exam Solutions Coursera
 - Highlighting and Note-Taking Marketing Final Exam Solutions Coursera
 - Interactive Elements Marketing Final Exam Solutions Coursera
- 8. Staying Engaged with Marketing Final Exam Solutions Coursera
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Marketing Final Exam Solutions Coursera
- 9. Balancing eBooks and Physical Books Marketing Final Exam Solutions Coursera
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Marketing Final Exam Solutions Coursera
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Marketing Final Exam Solutions Coursera
 - Setting Reading Goals Marketing Final Exam Solutions Coursera
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Marketing Final Exam Solutions Coursera
 - Fact-Checking eBook Content of Marketing Final Exam Solutions Coursera
 - Distinguishing Credible Sources

13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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