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1905M222

Candidate's Seat No. \_\_\_\_\_

M.B.A. (CSN) (Sem.-IV) Examination  
Branded Content and the Future of Media  
May-2017

Time : 3 Hours]

[Max. Marks : 70

**Subject Name: Branded Content and the Future of Media**

**Time: 3 hrs.**

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- Q.1 A) "The more engaging the role of a brand, the more memorable integration will be." Is it true? Explain your views. 7  
B) Explain the Brand Integration Continuum. 7  
OR  
B) What is storytelling in branded content marketing? 7
- Q.2 A) How Brand Story, Brand Promise, and Brand Personality are integrated? 7  
B) What are the steps involved in discovering the Brand Story? 7  
OR  
A) How people & Culture can influence the brand story? 7  
B) How 'Service Experiences' can influence the Brand Story? 7
- Q.3 A) Why are consumers interested in creating content? 7  
OR  
A) Explain the four building blocks of co-creation. 7  
B) Explain the concept of 'Seeing the market place as the forum, not a target'. 7
- Q.4 A) What is 'Scenario Planning'? Explain with relevant examples. 7  
B) Explain the implications of scenario in the future of media. 7  
OR  
A) Explain in detail different media sources and their differing credibility. 14
- Q.5 Answer any two of the following: 14  
A) Explain the strategic framework of the future of media.  
B) Write a note on Media Personalization.  
C) Explain the fastest growing online properties.
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