

DEPARTMENT OF INFORMATION AND MEDIA TECHNOLOGY  
SCHOOL OF INFORMATION AND MEDIA TECHNOLOGY  
FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA

COURSE TITLE: NEW MEDIA ENTREPRENEURSHIP

COURSE CODE: MCT 415 (2-HOURS)

ANSWER ANY FIVE QUESTIONS. EACH QUESTION CARRIES AN EQUAL MARK.

[QUESTIONS 1, 2, 3 & 4 ARE COMPULSORY] [2HOURS]

1. In the 1870s, John Wanamaker, a merchant from Philadelphia, invented department stores and price tags. He was the first modern advertiser when he bought space in newspapers to promote his stores. He expounded a witticism that has ever since seemed like an economic law: "Half the money I spend on advertising is wasted," he said. "The trouble is, I don't know which half." Discuss the concept of:

- (a) "Wasted half",
- (b) Traditional advertising,
- (c) New advertising model,
- (d) Was Wanamaker's "wasted half" entirely proverbial? Why and why not? Discuss it.

2. There are six basic rules of Internet advertising. (a) List all the six rules and elaborate on them with clear examples. (b) What is "segmentation" in advertising? Discuss it contextually. (c.) There are seven inherent problems of traditional advertising. Mention and discuss them briefly. (d) In traditional advertising, the concept of "the atom bomb" implies what? Discuss it in contextually.

3). In the 'New Advertising Model', the following concepts are endemic in charging the clients for any advertising services rendered. Define each concept with clear example for their applications in online advertising.

- i) Pay-per-call advertising
- ii) Cost-per-action

iii) Branded Advertising

iv) "Viral" marketing

4. List and discuss four techniques you can use to get to the answers quickly and communicate them to your team, investors and even customers.

5. What are the five frameworks of success drivers have been found to be relevant and important to User-Community-Developed Internet (UCDI) ventures success. Discuss them with clear examples.

6. What are the three basic factors that have been found to play an important role in opportunity recognition? List and discuss them contextually.

GOOD LUCK!!!!!!!!!!