

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

NEW MEDIA ENTREPRENEURSHIP
MCT 415 (2-HOURS)

{JUNE 23rd, 2014}

ANSWER ANY FIVE QUESTIONS. EACH QUESTION CARRIES AN EQUAL MARK.
[QUESTIONS 1, 2, 3 & 4 ARE COMPULSORY] [2 HOURS]

(20 copies)

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 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) A-In attempt to define Entrepreneurship there is agreement that we are talking about a kind of behavior that includes three particular steps. What are these steps? Discuss them briefly.
B-Entrepreneurial Intention has proven to be a primary predictor of future entrepreneurial behavior (Krueger et al., 2000). List and discuss the five (5) factors of entrepreneurial intention.
C-What are the three basic factors that have been found to play an important role in opportunity recognition? List and discuss them contextually.
D- What are the ten (10) Tenets or Principles of an Entrepreneurial Mindset. List and discuss briefly.
- 5) As a result of the evolution of new media technologies, globalization occurs. Describe and discuss some implications of new media on people all over the world.
- 6) There are several ways to described New Media, but according to Lev Manovich, in an introduction to The New Media Reader, he listed out ten ways to describe new media. Mention them with brief explanations.

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