

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2023
(Fourth Semester)

Branch – ELECTRONIC MEDIA

**DISCIPLINE SPECIFIC ELECTIVE – II : INTEGRATED MARKETING
COMMUNICATION**

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 What is the term for sectioning the target market into smaller groups that share similar characteristics such as age, income, interests, needs or location?
(i) Market segmentation (ii) Demographics
(iii) Market analysis (iv) Geographic segmentation
- 2 Which of the four major promotion tools includes building up a positive corporate image and handling unfavorable stories and events?
(i) Sales promotion (ii) Direct marketing
(iii) Public relations (iv) Personal selling
- 3 Which among the four P's represent IMC?
(i) Product (ii) Price
(iii) Promotion (iv) Place
- 4 What is the process of determining how to use time and space of media to achieve advertising objectives?
(i) Media planning (ii) Advertising Strategy
(iii) Market segmentation (iv) Marketing mix
- 5 Which major promotion category makes use of catalog, telephone marketing, kiosks and internet?
(i) Sales promotion (ii) Direct marketing
(iii) Public relations (iv) Personal selling

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Explain the term Integrated marketing communication with its pros and cons.
OR
b Distinguish IMC from traditional advertising.
- 7 a Discuss the factors that influence the buying behavior and decisions of Consumers.
OR
b Explain the steps involved in marketing communication process.
- 8 a Elucidate on the importance and types of Advertising Strategy with examples.
OR
b Describe the process involved in creative execution of advertising for visual media.

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- 9 a Explain the term Sales Promotion and its types.
OR
b Discuss on the different methods of Direct marketing.
- 10 a Discuss on advertising budget and describe various appropriation methods used for determining advertising budget.
OR
b Determine the important factors to be considered in market analysis in developing a media plan.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Describe the IMC tools and its relevance with illustration.
OR
b Discuss in detail the planning process of Integrated marketing campaign.
- 12 a Differentiate consumer behavior and buying behavior. Why it is important to understand consumer behavior?
OR
b Describe the structure of an Advertising Agency.
- 13 a Explain the role and importance of advertising research in IMC.
OR
b Differentiate Product advertising and Institutional advertising.
- 14 a Analyse the importance of PR activities in developing an effective IMC Plan with relevant examples.
OR
b Elaborate on Corporate advertising and its objectives.
- 15 a Mention a promotion campaign that had a huge impact on you in your purchase decision.
OR
b Examine the ethical issues to be considered in creating an advertisement for visual media.

Z-Z-Z

END