

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2022
(Fourth Semester)

Branch – **ELECTRONIC MEDIA**

DISCIPLINE SPECIFIC ELECTIVE – II :
INTEGRATED MARKETING COMMUNICATION

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. _____ is needed to get the required information for marketing and advertising decisions.
 - a. Primary research.
 - b. Secondary research.
 - c. Research.
 - d. Media Research.
2. _____ components are Strategic and evaluative.
 - a. Advertising research.
 - b. Marketing research.
 - c. media research.
 - d. message research.
3. _____ is analyzing, evaluating, and prioritizing the market segments deemed most profitable to pursue.
 - a. Segmenting.
 - b. Marketing.
 - c. Targeting.
 - d. Mass Marketing.
4. The benefits of customers experience from direct marketing are:
 - a. The psychosocial benefit of being valued and understood.
 - b. Reduced prices.
 - c. Shopping convenience.
 - d. Time utility.
5. The largest medium for direct response is:
 - a. Broadcast.
 - b. Mail.
 - c. Telemarketing.
 - d. Door-to-door.
6. The consumer buying decisions are greatly influenced by the _____.
 - a. product image.
 - b. brand personality.
 - c. corporate image.
 - d. brand image.
7. _____ describes the actions a person takes in purchasing and using products and services.
 - a. Marketing.
 - b. Market research.
 - c. Consumer behavior.
 - d. Consumer management.
8. Expand USP
 - a. Unique Selling proposition
 - b. Unique Selling point
 - c. Unique Selling purpose
 - d. Unique Selling preparation
9. Which of the following is NOT one of the five stages of the buyer decision process?
 - a. Need recognition.
 - b. Brand identification.
 - c. Information search.
 - d. Purchase decision.

Cont...

10. The promotional mix element that allows for the most immediate and precise feedback from the customer is:
- Advertising.
 - Sales promotion.
 - Direct marketing.
 - Personal selling.

SECTION - B (25 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 5 = 25)

- 11 a Explain the term Marketing. OR
 b Discuss Marketing Segmentation.
- 12 a Classify 5 stages of consumer buying process. OR
 b "Advertising plays a major role in sales promotion" – Justify.
- 13 a Explain the scope and importance of market research. OR
 b "Creativity gives more attraction to advertisement" – Discuss.
- 14 a Explain the advantages of Direct marketing. OR
 b Discuss on Corporate advertising.
- 15 a Explain the role of print media in advertising. OR
 b State the principles of broadcast media.

SECTION - C (40 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 8 = 40)

- 16 a Explain marketing plan and its characteristics. OR
 b Illustrate the IMC model and its role in marketing.
- 17 a Enumerate the structure of AD agency. OR
 b Discuss the term communication process.
- 18 a "Online advertising becomes more popular during covid" – Elucidate. OR
 b Elucidate the basic elements of creative strategy.
- 19 a Differentiate mobile advertising with television ad. OR
 b Analyze the role of Public relations in creating brand image.
- 20 a Discuss on 1. Media plan 2. Budget determination. OR
 b Analyze the legal issues to be considered while creating television ads.