

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MA DEGREE EXAMINATION DECEMBER 2024
(Fourth Semester)

Branch – JOURNALISM AND MASS COMMUNICATION

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 Which among the below does marketing involve?
(i) creating value for customers (ii) selling products at the lowest price
(iii) increasing production efficiency (iv) minimizing customer feedback
- 2 Identify the focus of societal marketing concept.
(i) Maximizing short-term profits
(ii) Meeting the needs of customers while improving society's well-being
(iii) Producing more products at a lower cost
(iv) Achieving the highest sales volume possible
- 3 Which element is concerned with communicating and persuading customers to purchase a product, in the marketing mix?
(i) Product (ii) Price
(iii) Place (iv) Promotion
- 4 Which of the following is NOT considered a marketing objective?
(i) Market penetration (ii) Customer retention
(iii) Employee training (iv) Brand awareness
- 5 What does noise refer to in marketing communication?
(i) External factors that disrupt the message
(ii) The sound of advertisements
(iii) Clarity of the message
(iv) The feedback given by the receiver
- 6 Which of the following is NOT a component of the promotional mix?
(i) Advertising (ii) Personal selling
(iii) Pricing strategy (iv) Public relations
- 7 Which among the below do direct marketing channels include?
(i) Television ads (ii) Newspaper articles
(iii) Social media posts (iv) Email campaigns
- 8 Choose the one that involves social media marketing:
(i) Advertising through TV commercials
(ii) Promoting brands through digital channels like Facebook, Instagram, and Twitter
(iii) Selling products directly through retail stores
(iv) Using direct mail to communicate with customers

Cont...

- 9 Indicate one that best suits a company's penetration pricing strategy:
- (i) Charges a high price to recover production costs quickly
 - (ii) Enters the market with a low price to attract a large number of customers
 - (iii) Increases prices over time to create a perception of luxury
 - (iv) Offers discounts for bulk purchases
- 10 What is the primary objective of advertising?
- (i) Recruit new employees
 - (ii) Generate leads through personal selling
 - (iii) Inform, persuade, and remind customers about a product or service
 - (iv) Build personal relationships with customers

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 7 = 35)

- 11 a Explain how marketing is different from selling.
OR
b Discuss the main objectives of marketing communication.
- 12 a Explain the concept of market segmentation in marketing research.
OR
b Analyze the main stages of consumer buying decision process.
- 13 a Evaluate the characteristics of personal selling.
OR
b Explain the components of promotional mix.
- 14 a Classify different categories of retailers.
OR
b Discuss the role of direct marketing in reaching global audiences.
- 15 a Discuss the objectives of pricing.
OR
b Classify types of advertising.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks

(3 x 10 = 30)

- 16 Elucidate the challenges and opportunities of marketing sustainable products in the global economy.
- 17 'Market segmentation and their bases are important for businesses,' justify.
- 18 Interpret the factors influencing consumer behaviour in a global market.
- 19 Evaluate various digital media strategies in marketing communication.
- 20 Analyse the ethical and moral issues in marketing communication.

Z-Z-Z

END