

**PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)**

**MSc DEGREE EXAMINATION MAY 2025  
(Fourth Semester)**

Branch – **ELECTRONIC MEDIA**

**MAJOR ELECTIVE COURSE – II INTEGRATED MARKETING COMMUNICATION**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following is NOT a tool of Integrated Marketing Communication? a) Personal selling.                      b) Direct marketing. c) Sales promotions.                      d) Packaging.	K1	CO1
	2	Marketing communications attempt to _____, persuade, and remind consumers about the product and brands that they sell. a) Inform.      b) Reach.      c) Attract.      d) Interest.	K2	CO1
2	3	Anything that causes the consumer to notice and pay attention to the brand can _____ brand awareness. a) decrease      b) increase      c) effect      d) affect	K1	CO2
	4	Core brand values should be predictable via _____. a) consistent messages. b) conservative messages. c) contradictory messages. d) consumer messages.	K2	CO2
3	5	Communicators use positive emotional appeals to attract consumer attention and raise their _____ with an ad. a) Emotions                                      b) Exposure c) Involvement                                      d) Assessment	K1	CO3
	6	_____ is a kind of advertising where the total cost is shared by two brands. a) Consumer advertising. b) Co-operative advertising. c) Corporate advertising. d) Covert advertising.	K2	CO3
4	7	A multiple media campaign deployed with a defined time frame can increase message _____ and impact. a) delivery      b) awareness      c) reach      d) effect	K1	CO4
	8	Internet marketers use _____ as a form of word of mouth to draw attention to their sites. a) Event marketing. b) Subliminal marketing. c) Viral marketing. d) Guerrilla marketing.	K2	CO4
5	9	_____ advertising is doing what the advertiser and their peers believe is morally right in a given situation. a) Social      b) Ethical      c) Legal      d) Regulatory	K1	CO5
	10	A self-regulatory mechanism of ensuring ethical advertising practices is _____. a) Advertising Standards Council of India (ASCI). b) Indian Penal Code. c) Consumer Protection Act. d) Information Technology Act.	K2	CO5

Cont...

**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	List out various tools of Integrated Marketing Communication and its advantages.	K4	CO1
		(OR)		
	11.b.	Explain AIDA model and its derivative models in detail.		
2	12.a.	Compare and contrast between product and brand with suitable examples.	K4	CO2
		(OR)		
	12.b.	Analyze the need for developing and building powerful brands.		
3	13.a.	Determine the process involved in media planning and selection decision.	K5	CO3
		(OR)		
	13.b.	Defend the significance of research in marketing. Compare pre-testing and post-testing research methods.		
4	14.a.	Explain the significance of managing marketing communications on social media in digital era.	K5	CO4
		(OR)		
	14.b.	Appraise the role of various forms of online marketing communication.		
5	15.a.	Elaborate on the role of Advertising Standards Council of India in monitoring the advertising content across various media.	K6	CO5
		(OR)		
	15.b.	Summarize on misleading advertisements with suitable examples.		

**SECTION - C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Examine Foote, Cone and Belding Model and its quadrants in detail with a neat diagram.	K4	CO1
2	17	Categorize the steps involved in Brand Building Process.	K4	CO2
3	18	Explain different types of appeals and execution styles in detail with suitable examples.	K5	CO3
4	19	Justify the relevance of interactive marketing with special reference to influencer marketing.	K5	CO4
5	20	Specify the ethical practices to be followed in advertising and marketing industry.	K6	CO5

Z-Z-Z

END