

Exam Date &amp; Time: 28-Sep-2020 (02:00 PM - 05:45 PM)



## PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins

MA DEGREE EXAMINATION MAY 2020  
(Fourth Semester)

Branch - JOURNALISM & MASS COMMUNICATION  
MARKETING COMMUNICATION [18MCP19]

Marks: 75

Duration: 210 mins.

### SECTION A

Answer all the questions.

- 1) One of the most common types of business communications are
  - (i) Person to person
  - (ii) Telephone
  - (iii) Can and string
  - (iv) Personal

(1)
  
- 2) Which of the following is not an example of online communication etiquette?
  - (i) Always be courteous
  - (ii) Send to right 'message'
  - (iii) All are examples
  - (iv) Always maintain your professionalism

(1)
  
- 3) Instant messaging is best used for
  - (i) distributing news
  - (ii) quick exchanges
  - (iii) sending confidential information
  - (iv) Important announcements

(1)
  
- 4) What is the first step of the IMC process?
  - (i) Select a message source
  - (ii) Identify the taught audience
  - (iii) Determine response sought by target audience
  - (iv) Select a media

(1)
  
- 5) What are the four segments of the AIDA model?
  - (i) Activity, attention, persuasion & awareness
  - (ii) Attention, Internal factors Decision making & appeal
  - (iii) Attention, Interest desire & Action
  - (iv) Attention, Interest desire & appeal

(1)
  
- 6) Which strategies that can be adopted in the message selection process?
  - (i) Sales & promotion strategies
  - (ii) Supply & demand strategies
  - (iii) Competitive strategies
  - (iv) Push and pull strategies

(1)

- 7) To present a persuasive arguments to the audience which step do marketers select.  
 (i) Selecting a message source  
 (ii) Collecting feed back  
 (iii) Selecting a particular appeal  
 (iv) Determining the response sought (1)
- 8) Which approach can be adopted while doing 'Product advertising'.  
 (i) Publicity, informative and Institutional  
 (ii) Persuasive, personal and direct  
 (iii) Informative, Persuasive and reminder  
 (iv) Personal, non-personal and moral appeals (1)
- 9) What are the three appeals marketers use when selecting a message?  
 (i) Rational, emotional & model  
 (ii) Logical feelings & values  
 (iii) Motivational, logical & rational  
 (iv) Emotional, logical & motivational (1)
- 10) The effort to inform, Pesuade or remind customers about a business products or services.  
 (i) Completion  
 (ii) goods  
 (iii) Promotion  
 (iv) Pricing (1)

### SECTION B

Answer all the questions.

- 11) Explain the global concept of Marketing. (7)  
 a)  
 [OR] Define Marketing Psychology. (7)  
 b)
- 12) What is Marketing research? (7)  
 a)  
 [OR] Explain the factors of product Life cycle. (7)  
 b)
- 13) What is Promotional Mix? (7)  
 a)  
 [OR] Explain consumer behaviour in Marketing. (7)  
 b)
- 14) Define Retailing with suitable examples. (7)  
 a)  
 [OR] Direct marketing is a progressive one. – Justify (7)

- b)  
15) Explain the concept of Break even analysis. (7)
- a)  
[OR] Detail the methods of pricing strategies. (7)  
b)

### SECTION C

Answer 3 out of 5 questions.

- 16) Distinguish the concept of Marketing Vs Selling. (10)
- 17) Branding is an essential tool and key factor for the product and services among the Marketing place. – Evaluate. (10)
- 18) Describe the features and concept of communication strategies in the marketing. (10)
- 19) Elaborate the growth and development of interactive marketing. (10)
- 20) Define pricing. What are the factors influence the pricing strategies? (10)

-----End-----