

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MSc DEGREE EXAMINATION MAY 2024  
(Fourth Semester)

Branch – ELECTRONIC MEDIA

**MAJOR ELECTIVE COURSE – 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 ----- is the process of unifying a brand's messaging to make it consistent across all media that the brand uses to reach its target audience.  
(i) IMC (ii) 4P'S of marketing  
(iii) Brand image (iv) Media convergence
- 2 A strong ----- can create credibility and customer loyalty for your company.  
(i) Brand image (ii) Advertisement  
(iii) Media (iv) Logo
- 3 ----- research is a systematic process of marketing research conducted to improve the efficiency of advertising.  
(i) Advertising (ii) Media  
(iii) Social science (iv) Communication
- 4 The promotion of brands to connect with potential customers using the internet and other forms of digital communication.  
(i) Digital marketing (ii) Social media  
(iii) Marketing mix (iv) Media management
- 5 ----- refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.  
(i) Intellectual property (ii) Creative sense  
(iii) Media literacy (iv) Mind literacy

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Explain AIDA Model with an example.  
OR  
b Write about Integrated marketing Communication.
- 7 a Write the components of Brand Management.  
OR  
b Write the ethical issues in Brand Management.
- 8 a Give an account of various types of appeals in advertising.  
OR  
b Write and explain on Advertising Research.

Cont ...

- 9 a What is online marketing communication? Explain.  
OR  
b Write the role of Media during the digital Era.
- 10 a Explain IMC Regulations and issues.  
OR  
b Write about Intellectual Property rights.

**SECTION -C (30 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a Discuss the meaning and role of Integrated marketing communication in marketing process.  
OR  
b Write and explain about Hierarchy of effects model in detail.
- 12 a How to capture audience attention through creative content development?  
OR  
b What is customer perspective ? How to measure it ?
- 13 a Write the steps involved in media planning and selection process.  
OR  
b Explain the process of measuring effectiveness of advertisements.
- 14 a How to manage marketing Communication on Social media today?  
OR  
b Write the impact of influencer marketing on Global Economy.
- 15 a Write the role played by Advertising Standard Council of India.  
OR  
b Explain Evaluation and control of marketing effort.

Z-Z-Z

END