

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

**MSc DEGREE EXAMINATION MAY 2018
(Fourth Semester)**

Branch - ELECTRONIC MEDIA

INTEGRATED MARKETING COMMUNICATION

Time: Three Hours

Maximum: 75 Marks

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

- 1 a Explain the influence of 4 P's in Integrated Marketing Communication.
OR
b Explain the ways in which marketing can be done socially responsible.
- 2 a Describe the structure of different types of advertising agencies with examples.
OR
b Discuss persuasion theory reference to consumer buying behaviour.
- 3 a Describe the elements and process of 'Public Relations'.
OR
b 'Crisis management is the most important role of PR' - Justify.
- 4 a Distinguish the publicity, public relations and advertising.
OR
b Elaborate the elements of effective campaign with suitable examples.
- 5 a Delineate Integrated Marketing Communication and its elements.
OR
b 'Corporate sectors play a major role in the promotion and establishment of Brands' - Comment.