



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Sc., B.M.M. DEGREE EXAMINATION – VISUAL COMMUNICATION & ANIMATION

FIRST SEMESTER – APRIL 2016

CO 1103 / CO 1105 - MEDIA MARKETING

Date: 05-05-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

Part – A

Answer ALL questions (10 x2=20)

1. What is marketing?
2. Give the meaning of Consumer Market.
3. Define Public Relations.
4. List out any four popular search engines used while browsing data.
5. What is buyer persona?
6. Expand the term RFID and state atleast any two uses of RFID in India.
7. What is an audio blog? Explain illustratively.
8. Mention the meaning of e-crm.
9. Bring out any four benefits of e-ticketing.
10. Who is a Product Evangelist?

Part – B

Answer any FOUR questions (4 x10=40)

11. What is segmentation? Briefly explain the possible bases of segmentation with suitable examples for the following products (a) Newspapers (b) Garments (c) Laptops (d) C2H.
12. Which is your favourite magazine? Why do you like it? What would a competitive magazine need to do to expand its market coverage?
13. Give an account of Viral Marketing.
14. What are the differences between old and new rules of marketing?
15. Briefly explain the evolution of media from candle-lite to satellite.
16. List out any five advantages and disadvantages of online sales with relevant examples.
17. Draw a web-poster with a suitable title for creating awareness on ill-effects of using plastics that affect our natural environment.

Part – C

Answer any TWO questions (2x20=40)

18. Elucidate the changing concepts of marketing.
19. Describe the 4 Ps of marketing with suitable examples. Also explain how these elements are used interchangeably by media while penetrating the market.
20. Explain the role of modern media in (a) delivering entertainment products and services, and (b) creating of ecological consciousness in the society.
21. Discuss the various forms of mobile marketing.
