



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Com.DEGREE EXAMINATION – COMMERCE**

THIRDSEMESTER – APRIL 2018

**16PCO3ES02- INTEGRATED MARKETING COMMUNICATION**

Date: 05-05-2018  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**SECTION – A**

**ANSWER ALL QUESTIONS:**

**(10x 2 = 20 marks)**

1. Define Integrated Marketing Communication.
2. Write a note on Brand Equity.
3. What do you mean by Corporate Logo?
4. Define 'Sales Promotion'.
5. Write a note on Product positioning.
6. What is Cognitive Mapping?
7. Write a note on Private Branding.
8. Define Advertising Agency.
9. What is Advertising Budget?
10. Define the term Packaging.

**SECTION – B**

**ANSWER ANY FOUR QUESTIONS:**

**(4x 10 = 40 marks)**

11. Explain in brief the objectives of pricing in IMC.
12. What are the various factors affecting the values of IMC programs?
13. Discuss the role of corporate image from Consumer perspective in integrated marketing.
14. Explain in brief the traditional elements of packaging in IMC.
15. Describe the stages involved in Consumer decision making process.
16. Define Market segmentation. Explain the criteria used for market segmentation.
17. Write a note on Labelling. Discuss the functions of labelling.

**SECTION – C**

**ANSWER ANY TWO QUESTIONS:**

**(2 x 20 = 40 marks)**

18. Explain in detail the objectives of Sales promotion in IMC.
19. Define Pricing. Explain in brief the various kinds of pricing with an example.
20. What do you mean by Advertisement copy? Discuss the qualities and elements of advertisement copy.
21. Enumerate in detail the ethical and moral issues involved in Integrated Marketing Communication.

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