



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

**B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION**

**FIRST SEMESTER – NOVEMBER 2014**

**CO 1103 - MEDIA MARKETING**

Date : 01/11/2014  
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

**SECTION-A**

**Answer all the questions:**

**(10x2=20)**

1. Define marketing
2. What is e-Crm?
3. What is contextual advertising?
4. What is positioning?
5. Define consumer behavior.
6. Who is a product evangelist?
7. Mention any two value propositions for media products.
8. Define viral marketing.
9. Define public relations.
10. What is consumer market?

**SECTION-B**

**Answer any FOUR questions:**

**(4x10=40)**

11. What is societal marketing concept? Explain the relevance of societal marketing to media
12. Draft an e-advertisement poster to promote 'Handlooms for Diwali'
13. Define marketing mix. Explain media marketing mix.
14. Explain appropriate segmentation variables for media products.
15. What is social media? Evaluate the usefulness of different social media website
16. What is mobile marketing? Explain different types of mobile marketing
17. What is online thought leadership? Explain different forms of online thought leadership

**SECTION-C**

**Answer any TWO questions:**

**(2x20=40)**

18. What are Segmentation, Targeting and Positioning? Develop a STP strategy for movie and Magazine
19. Describe the new rules of marketing and PR. Compare it with the old rules of marketing and PR
20. Discuss the different steps involved in marketing process.
21. Analyse the role of modern media in education, politics, journalism and entertainment.

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