



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

**B.M.M. DEGREE EXAMINATION – ANIMATION**

**FIRST SEMESTER – NOVEMBER 2014**

**CO 1105 - MEDIA MARKETING**

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

Dept. No.

Max. : 100 Marks

**SECTION-A**

**Answer ALL the questions:**

**(10x2=20 Marks)**

1. Define marketing
2. What is buyer persona?
3. What is Marketing Mix?
4. What is product positioning?
5. What is consumer market?
6. What do you mean contextual ads?
7. What is viral marketing?
8. What is media marketing mix?
9. Define public relations.
10. What is e-CRM?

**SECTION-B**

**Answer any FOUR questions:**

**(4x10=40 Marks)**

11. Bring out the new rules of marketing and public relations
12. Describe the various types of Market Segmentation?
13. What is online thought leadership? Explain different forms of online thought leadership
14. Explain marketing mix in detail
15. What is social media? Evaluate the usefulness of different social media website.
16. Explain the importance of RFID in marketing?
17. Explain the meaning of digital media and its advantages?

**SECTION-C**

**Answer any TWO questions:**

**(2x20=40 Marks)**

18. Enumerate the various steps involved in marketing process in detail?
19. What is STP? Develop a STP strategy for FMCG products
20. Explain the application of modern media with suitable examples?
21. Explain the evolution of modern media and its advantages?

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