



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.M.M. DEGREE EXAMINATION – ANIMATION

FIRST SEMESTER – NOVEMBER 2015

CO 1105 - MEDIA MARKETING

Date : 11/11/2015
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION-A

Answer ALL the questions:

(10x2=20 Marks)

1. Define public relations.
2. Define marketing.
3. What do you mean by contextual ads?
4. What is e-Customer Relationship Management?
5. What is Marketing Mix?
6. What do you mean by e-marketing?
7. List out any two new technologies in marketing goods and services.
8. What is viral marketing?
9. What is 'buyer persona'?
10. Explain the term 'Digital Marketing'

SECTION-B

Answer any FOUR questions:

(4x10=40 Marks)

11. Explain the various stages of Consumer Buyer Behaviour Process.
12. Explain Segmentation, Targeting and Positioning strategies (STP) of media marketing.
13. What is mobile marketing? Explain how it is effective in promotion of products.
14. Briefly discuss about 'Evolution of Media'
15. What is online thought leadership? Explain its different forms.
16. Explain the importance of RFID in marketing.
17. What are the various new rules of marketing?

SECTION-C

Answer any TWO questions:

(2x20=40 Marks)

18. What is segmentation? Explain appropriate segmentation variables for media products
19. Explain the new technologies in marketing goods and services in detail.
20. Enumerate in detail the various steps involved in the marketing process.
21. Explain the role of modern media in Health, Politics, Religion and Transportation?
