



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION - COMMERCE

THIRD SEMESTER – NOVEMBER 2015

CO 3952 - INTEGRATED MARKETING COMMUNICATION

Date : 13/11/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer **ALL** the questions:

(10x2=20 marks)

1. What are conceptual names?
2. Explain the term brand metrics.
3. What is meant by carry over effect?
4. Explain the term pulsating schedule.
5. Explain the term conative strategy.
6. What is meant by resonance advertising?
7. Describe the term cyber bait.
8. What is an e-mail newsletter?
9. Differentiate refund and rebate.
10. Explain the term enhancement.

PART – B

Answer any **FOUR** of the following:

(4x10=40 marks)

11. Explain the types of advertising budget.
12. Describe the various e – commerce incentives.
13. Explain the keys to successful viral marketing campaigns.
14. Describe the structure of an advertisement.
15. Enumerate the purposes of packaging.
16. How do you develop a strong brand name?
17. What are the components of a corporate image? Explain.

PART – C

Answer any **TWO** of the following:

(2x20=40 marks)

18. Describe the different types of executional frameworks.
19. Explain the various message evaluation methods.
20. What is sampling? Describe the types of sampling.
21. Explain the alternative media venues in detail.

\$\$\$\$\$\$