



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.M.M. & B.SC DEGREE EXAMINATION – ANIMATION & VISCOM

FIRST SEMESTER – NOVEMBER 2016

CO 1103 / CO 1105 - MEDIA MARKETING

Date: 15-11-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

Part – A

(10x2=20)

Answer ALL questions

1. Define Marketing.
2. What is Public Relations?
3. Who is a Product Evangelist?
4. Give the meaning of Video blog with suitable examples.
5. What do you mean by Customer Relationship Management?
6. State the role of modern media in e-marketing.
7. How does targeting enable marketers of media products to identify the prime time?
8. What is word-of-mouth marketing?
9. State any two uses of RFID.
10. What is buying persona?

Part – B

(4x10=40)

Answer any FOUR questions

11. What are the elements of Marketing Mix? Explain illustratively.
12. Briefly explain the new rules of marketing.
13. Enlist the merits and demerits of online retailing.
14. State the benefits of viral marketing to media industry.
15. Which is your favourite audio-visual advertisement? Why do you like it? Critically evaluate.
16. Bring out any five forms mobile marketing.
17. Sketch out a web-poster for promoting eco-friendly Diwali-2016.

Part – C

(2x20=40)

Answer any TWO questions

18. Describe the function of Marketing.
19. Explain any five variables of segmentation related to media.
20. Discuss the evolution of various types of media with relevant examples.
21. Elucidate the role of modern media in entertainment, journalism and ecology.
