



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2016

CO 3952 - INTEGRATED MARKETING COMMUNICATION

Date: 11-11-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

Answer ALL the questions:

(10x2=20 marks)

1. Define Integrated Marketing Communication
2. What is Brand Equity?
3. Define Packaging.
4. Write a note on Product Positioning.
5. Define Sales Promotion.
6. What do you mean by Promotions Opportunity Analysis?
7. Define Market Segmentation.
8. List out the scope of Advertising.
9. Write a note on Advertising Management.
10. What is Advertisement Budget?

PART B

Answer any FOUR of the following:

(4x10=40 marks)

11. Explain the various factors affecting the value of IMC Programs.
12. What is Corporate Image? Discuss the components of a Corporate Image.
13. Define Advertisement Copy. What are the elements of an Advertisement Copy?
14. Write a note on buyer behaviour. Explain the stages of consumer decision making process.
15. Discuss the methods of determining a marketing communication budget.
16. What do you mean by Advertising Agency? Explain the advantages of the same.
17. Discuss the objectives of Sales Promotion in Integrated Marketing Communication.

PART C

Answer any TWO of the following:

(2x20=40 marks)

18. Explain in detail the steps involved in the process of communication in Integrated Marketing.
19. Give a detailed account on the trends affecting consumers buying environment.
20. What are the major decisions to be taken by the Marketing Manager in developing an Advertising program?
21. Enumerate in detail the merits and de-merits of Sales Promotion in IMC.
