



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2017

16PCO3ES02 – INTEGRATED MARKETING COMMUNICATION

Date: 10-11-2017

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

SECTION – A

Answer ALL questions:

(10 x 2 = 20 marks)

1. What do you mean by Integrated Marketing?
2. List out the components involved in IMC.
3. What do you mean by Corporate Name?
4. Write a note on 'Brand Extension'.
5. Explain the term Direct Response Marketing.
6. Define Sales Promotion.
7. What is Advertising Campaign?
8. What do you mean by Advertisement Copy?
9. Write a brief note on 'Packaging'.
10. Define Promotional Opportunity Analysis.

SECTION - B

Answer any FOUR questions:

(4 x 10= 40 marks)

11. Discuss the factors affecting the values of IMC program.
12. Explain the stages involved in Integrated Marketing Communication process.
13. Describe the role of Corporate Image from company perspective in IMC.
14. Define Market Segmentation. Explain the various methods of segmentation with an example.
15. Write a note on Brand Equity. Explain the steps in building brand equity.
16. What are the factors affecting the behavior of buying Centre members? –Explain.
17. Bring out the importance of Sales Promotion in IMC.

SECTION – C

Answer any TWO questions:

(2 x 20 = 40 marks)

18. What do you mean by Advertisement Budget? Explain in detail the methods of budget appropriation with an example.
19. Enumerate the objectives of Sales promotion in integrated marketing communication.
20. Explain in brief the objectives and steps involved in promotional opportunity analysis.
21. Define Pricing and explain the different kinds of pricing with an example.
