



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2018

16/17PCO3ES02 – INTEGRATED MARKETING COMMUNICATION

Date: 01-11-2018

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

SECTION – A

Answer ALL questions:

(10 x 2 = 20 marks)

1. What is Integrated Marketing Communication?
2. List out the traditional elements of a package.
3. Define Promotional Opportunity Analysis.
4. Explain the term 'Brand Extension'.
5. What is Cognitive Mapping?
6. What do you mean by Corporate Image?
7. Define Market Segmentation.
8. Write a note on Advertising Campaign.
9. What is Sales Promotion?
10. Define Advertisement Copy.

SECTION – B

Answer any FOUR questions:

(4 x 10= 40 marks)

11. Explain in brief the stages involved in Promotional Opportunity Analysis.
12. Write a note on Labelling. Describe the functions of labelling.
13. Discuss the various factors involved in IMC plan.
14. Bring out the role of Corporate Image from company perspective in Integrated Marketing.
15. What do you mean by Brand Equity? Explain the advantages of brand equity.
16. What are the Ethical and Moral issues involved in Integrated Marketing Communication?
17. Explain in brief the importance of Sales Promotion in IMC.

SECTION – C

Answer any TWO questions:

(2 x 20 = 40 marks)

18. What is an Advertising Agency? Explain in detail the criteria involved in choosing an advertising agency.
19. Enumerate the reasons for the rapid growth of Sales Promotion in IMC.
20. What are the various factors affecting the behavior of buying centre members?
-Explain
21. What do you mean by Promotion Mix? Describe in detail the steps involved in the process of Communication Mix.

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