



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2024

PVC 4501 – INTEGRATED MARKETING COMMUNICATIONS

Date: 01-04-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Briefly answers **ALL** the following questions in about 50 words each.

(10 × 2 = 20)

1. Provide a brief on marketing communications.
2. What is product life cycle?
3. Define branding
4. Explain branding strategy.
5. Define corporate communications.
6. Explain corporate image.
7. Define crisis management
8. Explain the process of budgeting.
9. Discuss media planning
10. Define the term "media strategy".

PART – B

Answer **ANY FOUR** of the following in about 200 words each.

(4 × 10 = 40)

11. Discuss the strategic importance of branding and its impact on consumer perceptions.
12. Analyze the dimensions of branding and how they influence branding strategy.
13. Evaluate the roles of marketing communications in building and maintaining brand equity.
14. Explain the significance of media strategy in achieving marketing communication objectives, with a focus on media planning and scheduling.
15. Discuss the challenges organizations face in managing the marketing communications mix effectively.
16. Evaluate the strategic value of brand extensions and brand stretch in the context of branding.
17. Describe the process of establishing the budget for integrated marketing communications and discuss its implications for marketing strategy.
18. Discuss the changing face of the media and its impact on media planning and marketing communications strategies

PART – C

Write essay on **ANY TWO** of the following in about 400 words each.

(2 × 20 = 40)

19. Company A wants to expand its market reach by targeting a new demographic segment.
Discuss the role of media strategy in reaching and engaging with the new target audience effectively. Provide examples of successful media strategies used by similar companies in similar situations.
20. Company C has allocated a limited budget for integrated marketing communications.
Evaluate the challenges they might face in budget allocation and suggest strategies.
21. Company D is planning to rebrand itself to appeal to a younger audience. Discuss the strategic importance of branding in this context and propose a branding strategy to effectively resonate with the target demographic while maintaining brand coherence.
22. Company E is facing negative publicity due to a social media controversy. Analyze the role of crisis management in addressing the situation and protecting the company's reputation. Provide recommendations for proactive measures to prevent similar crises in the future.

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