LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – **COMMERCE**

THIRD SEMESTER – **APRIL 2016**

CO 3952 - INTEGRATED MARKETING COMMUNICATION

Date: 03-05-2016 Dept. No. Max. : 100 Marks
Time: 09:00-12:00

PART A

Answer all the questions: **(10x2=20 marks)**

1. What is an overt name?
2. Name the forms of co – branding.
3. What is meant by threshold effect?
4. What is a flighting schedule?
5. Who is a webmaster?
6. What is brand spiraling?
7. Enlist any two forms of sponsorship.
8. What is a statement stuffer?
9. Explain the term in – store marketing.
10. What is a data warehouse?

PART B

Answer any four of the following: **(4x10=40 marks)**

11. Explain the steps in advertising campaign management.
12. Describe the forms of cognitive strategies.
13. Explain the various e – commerce components.
14. Describe the types of coupons.
15. Explain the following terms: a. brand communities b. buzz marketing c. blog d. brand parity e. brand equity
16. Describe the types of budgets.
17. How do you promote the desired image? Explain.

PART C

Answer any two of the following: **(2x20=40 marks)**

18. Describe the reactive damage – control strategies.
19. Explain the various types of trade promotions.
20. Explain any ten types of appeals.
21. Describe the different kinds of brands.

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