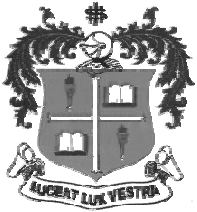


**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**B.Com. DEGREE EXAMINATION – VISUAL COMMUNICATION**

**FIRST SEMESTER – NOVEMBER 2013**

**CO 1103 - MEDIA SERVICES MARKETING**

Date : 07/11/2013  
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

**Section – A**

Answer ALL questions

(10 x 2 =20 marks)

1. Define Marketing
2. What is Marketing Mix?
3. Give the meaning of audio and video blogs.
4. Enlist any four uses of face-book to a customer.
5. Who is a technology evangelist?
6. What is e-CRM?
7. How do on-line sales help the marketers?
8. Why should the markets educate their sales force in building PR plans?
9. List out any four modern media applications available in India.
10. In what way search engines improve consumerism? Give examples.

**Section – B**

Answer any FOUR questions

(4 x10 =40 marks)

11. What is Product Positioning? Do you think it is required for marketing of newspapers?
12. Bring out the new rules of marketing and public relations.
13. Why are marketers moving toward new technologies in providing more value to their customers? Give suitable examples.
14. Mention the factors to be evolved in making a media site more content rich.
15. Sketch out an on-line shopping portal to promote Organic fruits and vegetables in Chennai.
16. Give an account of evolution of media.
17. What are advantages of Digital Marketing?

**Section – C**

Answer any TWO questions

(2 x 20 = 40 marks)

18. Describe the functions of marketing.
19. Explain any five types of mobile marketing available in India. Give suitable examples.
20. Discuss the various methods of segmentation used by a marketer. Bring out the bases of segmentation for the following toothpaste brands: (a) Colgate (b) Pepsodent (c) Sensodyne (d) Close-up (e) Vicco
21. Which is your favourite advertisement? Why do you like this advertisement? What would a competitive brand's advertisement need to do to have your patronage?

