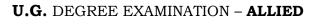
## LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



## THIRD SEMESTER - NOVEMBER 2019

## **17UCO3AL04 – MEDIA MARKETING**

CUCEAT LUX VESTRA		-
Date: 06-11-2019 Dept. No.		Max. : 100 Marks
Answer ALL the questions	Part-A	(10x2=20)
<ol> <li>Define marketing</li> <li>What is viral marketing?</li> <li>What do you mean by positioning?</li> <li>What is media marketing?</li> <li>Define business market</li> <li>What is evangelism marketing?</li> <li>What is RFID?</li> <li>Define targeting</li> <li>What is production concept?</li> <li>What is e- CRM?</li> </ol>		
Part- B		
Answer any FOUR questions		(4x10=40)
<ul> <li>11. Write a note on the following i) Search E</li> <li>12. What are new rules of marketing? Different</li> <li>13. Explain different factors affecting consur</li> <li>14. Write a note on careers in social media</li> <li>15. What is societal marketing concept? Expl</li> <li>16. Explain different zones of social media m</li> <li>17. Elaborate any four forms of online thoug</li> </ul>	entiate new rules of mark ner buying behavior lain its relevance to medi narketing	keting from old rules of marketing
Answer any TWO questions		(2x20=40)

- 18. Explore different steps involved in marketing process
- 19. What is STP? Develop a STP strategy for any multimedia product of your own choice
- 20. Evaluate the role of modern media in i) Ecological consciousness ii) politics iii) Journalism
- 21. What is marketing mix? Develop a marketing mix for any media product of your choice