

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



**U.G. DEGREE EXAMINATION – ALLIED
THIRD SEMESTER – NOVEMBER 2019
17UCO3AL04 – MEDIA MARKETING**

Date: 06-11-2019
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

Part-A

Answer ALL the questions

(10x2=20)

1. Define marketing
2. What is viral marketing?
3. What do you mean by positioning?
4. What is media marketing?
5. Define business market
6. What is evangelism marketing?
7. What is RFID?
8. Define targeting
9. What is production concept?
10. What is e- CRM?

Part- B

Answer any FOUR questions

(4x10=40)

11. Write a note on the following i) Search Engine Optimization ii) Digital Marketing
12. What are new rules of marketing? Differentiate new rules of marketing from old rules of marketing
13. Explain different factors affecting consumer buying behavior
14. Write a note on careers in social media
15. What is societal marketing concept? Explain its relevance to media products
16. Explain different zones of social media marketing
17. Elaborate any four forms of online thought leadership

Part-C

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
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