



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.M.M. DEGREE EXAMINATION – ANIMATION

FIRST SEMESTER – APRIL 2017

CO 1105 - MEDIA MARKETING

Date: 24-04-2017
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

Part - A

Answer ALL questions

(10 x 2=20)

1. Define Market.
2. What do you mean by Public relations?
3. Give the meaning of brand.
4. Differentiate audio and video blogs.
5. Define buying persona.
6. Mention any two benefits of word-of-mouth marketing to media.
7. Who is product evangelist?
8. List out any four social networking media.
9. Define viral marketing.
10. What is meant by positioning?

Part - B

Answer any FOUR questions

(4 x10=40)

11. Briefly explain the four elements of marketing mix with suitable examples.
12. What are the advantages and disadvantages of on-line retailing?
13. Mention the different forms of mobile marketing.
14. Sketch out a web poster for creating awareness on ill-effects of alcohol.
15. Why targeting is vital for marketing prime time tele-serials?
16. "Media sector in India is still evolving" - Critically evaluate.
17. Which is your favourite social media? Why do you like it? Explain illustratively.

Part - C

(2 x20=40)

Answer any TWO questions

18. Explain the functions of marketing. Give relevant examples from media industry.
19. Describe the variables of demographic segmentation. Also explain its relevance to media products.
20. How do modern media help in promoting politics particularly among youth voters? Explain.
21. Discuss the various stages of evolution of media.

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