



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

**B.Com. DEGREE EXAMINATION – COMMERCE**

**FIRST SEMESTER – APRIL 2014**

**CO 1103 - MEDIA MARKETING**

Date : 28/03/2014  
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

**Part – A**  
**Answer ALL questions**

**(10 x 20=20)**

1. What is media marketing?
2. Define targeting.
3. Give the meaning of Public relations.
4. What is e-newspaper?
5. Mention any two uses of MMS.
6. What is meant by word-of mouth marketing?
7. State the importance of e-marketing.
8. List out any four popular search engines.
9. What is e-marketing?
10. State any two benefits of audio blogs to a digital marketer.

**Part – B**  
**Answer any FOUR questions**

**( 4 x 10= 40)**

11. What are the 4Ps of marketing mix?
12. Bring out the recent developments in media marketing.
13. Briefly explain the various kinds of evangelism marketing.
14. What are the demographic variables used in segmentation?
15. Describe the advantages and disadvantages of print media.
16. Draft a poster for an animation course offered by Viscom. Department during the summer vacation.
17. What is product positioning? Give examples.

**Part – C**  
**Answer any TWO questions**

**(2x20=40)**

18. Describe the various functions of marketing.
19. Explain the advantages and disadvantages of advertisement to manufacturers and retailer.
20. Discuss in detail the impact of internet technologies on marketing of goods and services.
21. Explain the evolution of media with suitable examples. Do you think the modern media cannibalises the traditional media? Comment.

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