



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.M.M.DEGREE EXAMINATION – ANIMATION

THIRD SEMESTER – APRIL 2018

16UCO3AL04- MEDIA MARKETING

Date: 03-05-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

Part A

Answer ALL Questions

10X2= 20 Marks

1. What is called Media marketing?
2. State a couple of products or services that can be marketed through media.
3. Highlight the advantages of marketing online.
4. What is called online thought leadership?
5. How does contextual advertising help marketers today?
6. Mention few uses of Blogging.
7. Define buyer persona.
8. Expand SEO.
9. State any two differences between SEO and Google Ads.
10. Which is considered to be the most important place for digital marketers?

Part B

Answer FOUR Questions

4X10 = 40 Marks

11. Briefly describe Search Engine Marketing, Search engine optimization and Search engine advertising
12. Discuss the impact of Viral Marketing in Modern Marketing with few examples.
13. Mention few advantages and disadvantages of online sales with relevant examples
14. Briefly describe the evolution of media.
15. What are advantages of Digital Marketing?
16. Write about the similarities and dissimilarities of public relations and marketing.
17. How can you use Podcasting for reaching your buyers directly?

Part C

Answer TWO Questions

2X20 = 40 Marks

18. Explain the features and importance of Content rich website.
19. Identify and explain the various forms of mobile marketing.
20. Discuss the power of Blogs for Today's marketers.
21. Describe marketing segmentation. Briefly explain the possible bases of segmentation with suitable examples for the following products and services (a) Mobile Phones (b) MBA programme (c) Restaurants
