

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Sc.DEGREE EXAMINATION –VISUAL COMMUNICATION

FIRST SEMESTER – APRIL 2018

CO 1103– MEDIA MARKETING

Date: 28-04-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

Part – A

Answer All questions (10 x 2 =20)

1. Define Marketing
2. What is meant by MMS?
3. Expand RFID.
4. What is positioning?
5. List out any four merits of on-line sales.
6. What is targeting?
7. Mention any four benefits of tele-calling to a marketer.
8. What is thought leadership?
9. Enlist the 4 Ps of marketing mix.
10. Who is an e-retailer?

Part – B

Answer any FOUR questions (4 x 10 =40)

11. Briefly explain the functions of marketing.
12. Why targeting is a real challenge for news channels? Explain.
13. State the role of media in politics and religion.
14. Which is your favourite newspaper? Why do you like it? Explain its uniqueness.
15. “Digital Technology is a double edge sword” – Critically evaluate.
16. Bring out the merits and demerits of on-line marketing.
17. Imagine that you are the Creative Head of an Ad-agency and you are asked to sketch-out a promotional content for ‘SWATCH BHARAT’ campaign in the rural Tamil Nadu.

Part – C

Answer any TWO questions (2 x 20 =40)

18. Discuss the importance of Media Marketing.
19. Elucidate the evolution of media with relevant examples.
20. Describe the merits and demerits of advertisement from the point of view of consumers.
21. Explain the various bases of segmentation.
