



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION - COMMERCE

THIRD SEMESTER – NOVEMBER 2013

CO 3952 - INTEGRATED MARKETING COMMUNICATION

Date : 15/11/2013
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART A

Answer **all** the questions:

(10x2=20)

1. What is a family brand?
2. What is meant by brand parity?
3. Explain the term fantasy.
4. Explain the term cyber bait?
5. What is trawling?
6. Explain the term permission marketing.
7. What are sweepstakes?
8. What is meant by sampling?
9. What is cause – related marketing?
10. What is meant by invisible hand of the market place?

PART B

Answer **any four** of the following:

(4x10=40)

11. Explain any five roles of a corporate image.
12. Explain any five types of appeals.
13. Describe the various types of coupons.
14. What are the ethical frameworks?
15. What are the steps in building permission marketing program?
16. Differentiate traditional marketing from guerrilla marketing.
17. Describe the various E- commerce incentives.

PART C

Answer **any two** of the following:

(2x20=40)

18. Describe the steps involved in promotion opportunity analysis.
19. Explain the message evaluation techniques in detail.
20. What are the various forms of trade promotion? Explain them.
21. Explain the following: a.) Brand Extension b.) Flanker Brands c.) Virtual Marketing d.) Interactive Marketing e.) Ingredient Branding .
