



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

**M.Com. DEGREE EXAMINATION – COMMERCE**

**THIRD SEMESTER – NOVEMBER 2014**

**CO 3952 - INTEGRATED MARKETING COMMUNICATION**

Date : 10/11/2014  
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART A**

**Answer all the questions:**

**(10x2=20 marks)**

1. What is meant by an 'overt name'?
2. State any two purposes of packaging.
3. What is meant by 'carryover effect'?
4. Explain the term 'creative pitch'.
5. Explain the term 'spiff money'.
6. What is 'clay animation'?
7. Explain the term "in – store – marketing".
8. What are 'statement stuffers'?
9. What are 'slotting fees'?
10. What is a 'recall test'?

**PART B**

**Answer any four of the following:**

**(4x10=40 marks)**

11. Explain the goals of advertising.
12. Describe the 'hierarchy of effects model'.
13. Enlist and explain the steps in building a 'permission marketing programme'.
14. Enumerate and explain the e – commerce components in detail.
15. How does a company promote the desired image?
16. What are the characteristics of a source?
17. Explain the steps in event marketing.

**PART C**

**Answer any two of the following:**

**(2x20=40 marks)**

18. Explain the various 'message strategies' in detail.
19. Explain the types of alternative media venues in detail.
20. How do you prevent or reduce 'image damage'? Explain.
21. How do you evaluate the overall IMC message? Explain.

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