



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

**B.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION**

FIRST SEMESTER – NOVEMBER 2015

**CO 1103 - MEDIA MARKETING**

Date : 11/11/2015  
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

**SECTION-A**

**Answer ALL the questions:**

**(10x2=20)**

1. What is contextual advertising?
2. What is viral marketing?
3. What is Evangelism?
4. What is e- CRM?
5. Define marketing.
6. What is a blog?
7. What is business market?
8. What is Consumer behavior?
9. What is online thought leadership?
10. What is buyer persona?

**SECTION-B**

**Answer any FOUR questions:**

**(4x10=40)**

11. Evaluate any four social networking websites with at least three advantages and disadvantages
12. Develop a targeting and positioning strategy for a print media of your own choice.
13. Explain new rules of marketing and PR and its appropriateness to the modern world
14. Write a note on the following i) Viral marketing ii) Evangelism marketing
15. Create a web poster for promoting green India, with suitable contents to sensitize people
16. What is mobile marketing? Explain the different forms of mobile marketing
17. Write a note on the evolution of media.

**SECTION-C**

**Answer any TWO questions:**

**(2x20=40)**

18. What is segmentation? Explain appropriate segmentation variables for media products
19. Explain the different concepts involved in marketing
20. Describe the role of modern media in politics, journalism, religion and entertainment
21. Explain the concepts of marketing mix in detail, with relevant examples from media products

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