

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.M.M. DEGREE EXAMINATION – ANIMATION

THIRD SEMESTER – NOVEMBER 2018

16/17UCO3AL04 – MEDIA MARKETING

Date: 31-10-2018

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

Part-A

Answer ALL the questions

(10x2=20)

1. Define marketing
2. What is RFID?
3. What do you mean by differentiation?
4. What is business market?
5. Define segmentation.
6. What is CRM
7. What do you mean by contextual advertising
8. What is public relations
9. Define consumer market
10. What do you mean by positioning

Part- B

Answer any FOUR questions

(4x10=40)

11. What is marketing mix? Develop a marketing mix for any media product
12. What is online thought leadership? Evaluate different forms of online thought leadership
13. Explain the role of modern media in entertainment and journalism
14. Explain different components of Viral marketing
15. What is STP? Develop a STP strategy for any media product
16. Write a note on the following i) search engines ii) e CRM ii) contextual advertising
17. Explain different criteria used for evaluating media effectiveness

Part-C

Answer any TWO questions

(2x20=40)

18. Define consumer behavior. Explain different factors affecting consumer behavior
19. Enumerate the different functions involved in marketing process
20. Differentiate new rules of marketing from old rules of marketing
21. Social networking websites plays an important role in modern digital era –elucidate

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