

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2019

18PCO3ES02 – INTEGRATED MARKETING COMMUNICATION

Date: 06-11-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

SECTION – A

ANSWER ALL QUESTIONS:

(10x 2 = 20 marks)

1. What do you mean by Integrated Communication?
2. List out the components involved in IMC.
3. What is Corporate Logo?
4. Write a note on 'Brand Extension'.
5. List out the traditional elements of a package.
6. What do you understand by Promotional Opportunity Analysis?
7. Define Advertising Agency.
8. What is Advertisement Budget?
9. What do you mean by product positioning?
10. List out the various forms of Market Segmentation.

SECTION – B

ANSWER ANY FOUR QUESTIONS:

(4x 10 = 40 marks)

11. Explain in brief the factors involved in Integrated Marketing Communication.
12. Describe the role of a Corporate Image from company's perspective.
13. What are the various trends that influence the buying environment in the present scenario?
14. Discuss in brief the steps involved in promotional opportunity analysis.
15. Briefly explain the qualities of a good advertisement copy.
16. What are the various stages in Advertising Campaign Management? –Explain.
17. Bring out the stages of Product life cycle in IMC with an example.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40 marks)

18. What is Corporate Image? Explain in detail the elements of a corporate image.
19. Define Brand Equity. Explain the steps in building brand equity?
20. What are the criteria involved in choosing an Advertisement Agency? –Discuss.
21. Enumerate in detail the objectives of Sales Promotion in IMC.
