



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

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

**THIRD SEMESTER – NOVEMBER 2022**

**PCO 3602 – INTEGRATED MARKETING COMMUNICATION**

Date: 02-12-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**SECTION – A**

**ANSWER ALL QUESTIONS:**

**(10x 2 = 20 marks)**

1. What do you mean by Integrated Marketing Communication?
2. Explain the term Private Branding.
3. Write a note on Consumer Values.
4. What is Brand Extension?
5. List out the traditional elements of a package.
6. What do you mean by Cognitive Mapping?
7. Define Advertising Agency.
8. Write a note on 'Search Engine Optimization'.
9. What is meant by Corporate Name?
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 consumer's perspective.
13. Bring out the importance of Market Segmentation in today's context.
14. Discuss in brief the steps involved in promotional opportunity analysis.
15. Explain in brief the qualities of a good advertisement copy.
16. What are the various stages in Advertising Campaign Management? –Explain.
17. Explain in brief the objectives of Sales Promotion.

**SECTION – C**

**ANSWER ANY TWO QUESTIONS:**

**(2 x 20 = 40 marks)**

18. Enumerate in detail the elements of a corporate image.
19. Define Brand Equity. What are the advantages of Brand Equity?
20. What are the criteria involved in choosing an Advertising Agency? –Discuss.
21. Describe the various factors affecting the behavior of buying centred members.

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