



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

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

**FOURTH SEMESTER – APRIL 2018**

**16PVC4MC01- INTEGRATED MARKETING COMMUNICATIONS**

Date: 18-04-2018

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

**PART - A**

**Answer ALL questions in about 50 WORDS each:**

**(10x2=20 marks)**

1. Account Executive
2. Portfolio
3. Media Buying
4. AIDA Model
5. Letterhead.
6. Interactive Marketing
7. Direct Marketing
8. Image
9. Brand values
10. DAGMAR

**PART - B**

**Answer any FIVE questions in about 200 WORDS each:**

**(5x8=40 marks)**

11. Explain how a company can build "one- voice- one message" .
12. There is a distinct difference in media vehicle available. What are the media vehicle you can identify to reach out to various segments like children, house wife, and senior citizens?
13. "A brand is not just a name or a logo. It is a promise to the customer". Discuss in detail.
14. What are the factors to be considered while setting an advertising budget?
15. Draw an Organization chart of a Large scale Advertising Agency.
16. What is "Integrated Marketing Communication"? Explain its forms, characteristics, advantages and disadvantages?
17. Suggest the most suitable medium to promote the product, with suitable reasoning for the following products: (a) Premium Bathing Soap. (b) A luxury car costing more than Rs.5 lakhs.

**PART - C**

**Answer any TWO questions in about 400 WORDS each:**

**(2x20=40 marks)**

18. Create an IMC plan for (a) Online travel company (B) Green ink pen
19. Describe Brand elements of one Leading chocolate product in India.
20. Discuss the fact that the companies that spend the most on advertising do not necessarily achieve the highest brand value for their products. Sometimes, those who spend very little are able to achieve this objective. Explain what factors may lead to these results. Provide examples.
21. Explain how a brand of your choice has placed itself using kapferer's brand identity prism.

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