

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2022

PVC 4501 – INTEGRATED MARKETING COMMUNICATIONS

Date: 15-06-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

PART- A

Answer ALL questions in about 50 WORDS each:

10X2=20 Marks

1. Competitors
2. Sales Promotion
3. Market
4. External Factor
5. Direct Mail
6. Customer
7. Brand Equity
8. Global Branding
9. Icon
10. Loyalty

PART – B

Answer any FIVE questions in about 200 WORDS each

5X8=40 Marks

11. Describe promotional mix as tool for IMC.
12. Describe the strengths and weaknesses of sales promotion and personal selling.
13. What is media plan?. Explain the various factors to be considered in the selection of media.
14. Discuss how IMC helps in creating brand image
15. Describe the Pros and cons of using an in-house ad agency.
16. How is a Brand personality developed? Explain with relevant examples.
17. What are the factors to be considered while setting an advertising budget?

PART – C

Answer questions in about 400 WORDS each:

2X20=40 Marks

18. Analyse integrated marketing communication as part of brand building process. explain using a leading brand in India
19. Describe Brand elements of one Leading Biscuit product in India.
20. Explain how a brand of your choice has placed itself using Kapferer brand identity prism.
21. Rural advertising has a wider scope in India. Explain with appropriate case study.

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