

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Sc. DEGREE EXAMINATION – VISUAL COMMUNICATION

FOURTH SEMESTER – APRIL 2023

PVC 4501 – INTEGRATED MARKETING COMMUNICATIONS

Date: 29-04-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART- A

Answer ALL questions in about 50 WORDS each:

(10 x 2=20 Marks)

1. Express the term 'brand' and explain its significance in marketing communication.
2. Identify two effective strategies for promoting a brand using marketing communication.
3. Describe the steps involved in utilizing advertising to generate brand awareness in a rural market.
4. Illustrate how a brand can establish a powerful emotional bond with their audience through effective marketing strategies.
5. Discuss two advantages of using social media as a marketing communication tool for a brand.
6. Designate the role of packaging in brand communication.
7. Explain how to use experiential marketing to create brand engagement.
8. Label the role of branding in marketing communication
9. Elaborate on how a brand can utilize content marketing to establish their authority in the industry.
10. Outline the ways in which a brand can leverage influencer marketing to promote their products or services and expand their reach.

PART - B

Answer any FIVE questions in about 200 WORDS each

(5x8=40 Marks)

11. Choose a luxury brand and evaluate its brand personality traits. How do these traits align with the values and lifestyles of the brand's target market?
12. A popular fast-food chain wants to improve its market reach and engagement. Create a media plan that includes various channels and strategies to increase brand visibility and customer engagement.
13. In what way can an organization ensure effective communication in the IMC process?
14. How can a company effectively communicate its brand values to its target audience?
15. Describe some common budgeting methods used in integrated marketing communications?
16. What are some key elements of a strong brand identity?
17. How has the rise of digital marketing and social media impacted the importance of branding for businesses?

PART - C

Answer any TWO questions in about 400 WORDS each:

(2x20=40 Marks)

18. How did Apple's brand image change under Steve Jobs' leadership? What marketing strategies did they use to achieve this transformation?
19. Analyse the marketing communication strategy used by a company for the launch of a new product. What were the key elements of the strategy, and how effective were they?
20. Draft the corporate communication strategy of a non-profit organization. How do they use communication to achieve their goals and build support for their cause?
21. Illustrate the social media communication strategy of a successful company. How do they use social media to engage with customers and build their brand?

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