



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

U.G. DEGREE EXAMINATION – ALLIED

SECOND SEMESTER – APRIL 2025



16 / 17 / 18UVC2AL01 – MEDIA DESIGN & DEVELOPMENT

Date: 05-05-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION – A

Answer ANY FOUR of the following

4 x 10 = 40 Marks

1. What is the role of a USP (Unique Selling Proposition) in marketing communication?
2. Describe the importance of the 5Ws and 1H in communication. How does it help in structuring a message?
3. Discuss the concept of SMCR in communication.
4. What are the key elements to evaluate when assessing the success of a media campaign?
5. What are the key components of Integrated Marketing Communication (IMC)?
6. What is the importance of having clear marketing and sales objectives in communication strategy?
7. What are the key steps involved in creating a media plan for a social issue?
8. What are the roles and responsibilities within a group when developing a media project?

SECTION – B

Answer ANY THREE of the following

3 x 20 = 60 Marks

9. Explain the different types of communication
10. Analyze the role of audience segmentation in the development of a marketing communication strategy.
11. Discuss the process of planning and executing a social media campaign for a non-profit organization.
12. Create a timeline and time schedule for the execution of a social media campaign. How do time management and proper scheduling contribute to the success of a media project?
13. Discuss the role of visuals and design in creating engaging content for social media platforms. How can creative design help solve communication problems and increase the effectiveness of social media campaigns?
14. Discuss the importance of audience feedback and interaction in evaluating a social media project.

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