



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

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

**FIRST SEMESTER – APRIL 2017**

**CO 1103- MEDIA MARKETING**

Date: 25-04-2017  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**Part - A**  
**( 10 x 2=20)**

**Answer ALL questions**

1. Define Marketing.
2. Enlist the elements of media marketing mix.
3. Define e-crm.
4. State any two benefits of on-line sales.
5. What is meant by Audio Blog?
6. Bring out the parameters used to measure the effectiveness of media.
7. Give the meaning of thought leadership.
8. What is RFID?
9. Distinguish between consumer markets and business markets.
10. "Digital Marketing in India has to grow a long way" Comment.

**Part - B**

**(4 x10=40)**

**Answer any FOUR questions**

11. Briefly explain the 4 Ps of marketing.
12. Do you think on-line retailing is likely to replace the traditional retailing in India? Critically evaluate.
13. State the advancement of media from candle-light era to satellite era.
14. What is meant by positioning? Bring out its significance to media marketers.
15. Mention the advantages and disadvantages of viral marketing.
16. Give an account of different types of mobile marketing.
17. Draft an e-advertisement to promote Handloom Textiles in Chennai.

**Part - C**

**(2 x20=40)**

**Answer any TWO questions**

18. Explain the various kinds of evangelism.
19. Bring out the advantages and disadvantages of advertisement with suitable examples.
20. Describe the bases of segmentation adopted by marketers.
21. Enumerate the importance of modern media to business.

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