

Total No. of Pages: 1**6661****Register Number:**

Name of the Candidate:

M.B.A (COMMUNICATION) DEGREE EXAMINATION, 2011**(FIRST YEAR)****(PAPER-VIII)****180. MARKETING COMMUNICATION**

Dec.)

(Time: 3 Hours)

Maximum: 75 Marks

SECTION-A**(5×3=15)**

Answer any FIVE questions
All questions carry equal marks

1. Define Differentiation.
2. What do you mean by Integrated Marketing Communication?
3. What are the objectives of advertisement?
4. What is Viral Marketing?
5. Write short notes on 'Brand leverage'.
6. What is media research?
7. What is brand portfolio?
8. Write a note on SWOT analysis.

SECTION-B**(3×10=30)**

Answer any THREE questions
All questions carry equal marks

9. Discuss the planning and management of marketing communication.
10. Discuss standardization versus differentiation.
11. What are the benefits of budget allocation?
12. Explain the media trends in Asia Pacific countries.
13. What are the stages of sales promotion?

SECTION-C**(2×15=30)**

Answer any TWO questions

14. Explain media planning process.
15. Analyse the features of International media.
16. Discuss the various features of consumer brand advertising.
17. Write short notes on:
 - a) Brand communication.
 - b) Direct Marketing.
 - c) Micro or 'Niche marketing'
 - d) Research results.
