STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086

M. A. DEGREE EXAMINATION, NOVEMBER 2021

PUBLIC RELATIONS

FIRST SEMESTER

COURSE: Marketing Management for Public Relations   **TIME: 3 HOURS**

SUBJECT CODE: 19PR/PC/MG14   **MAX. MARKS: 100**

SECTION – A

ANSWER ALL QUESTIONS IN NOT LESS THAN 50 WORDS: (4 X 3= 12)

1. AMA'S definition of Marketing
2. Brand and Image
3. Need for Reputation Management
4. a) Mobile Marketing b) Affiliate Marketing c) SEO

SECTION – B

ANSWER ANY FOUR QUESTIONS IN NOT LESS THAN 500 WORDS: (4 X 12= 48)

5. Describe the Social Marketing Mix. Use the 8Ps and draw a strategy to promote Covid Vaccination in rural Tamilnadu.
6. What is your take on Marketers turning to platforms like Instagram and Tok-tok to build brand awareness? Discuss its effectiveness.
7. Describe the different types of a) needs b) demand with suitable examples
8. "Personal branding has given a lot of scope for growth, especially for start-up organizations"- Explain the statement with examples
9. How do you think negative publicity or news affects a brand? As a PR consultant, how would you deal with the same?
10. Analyse the role of Data and Analytics for Marketing.

SECTION – C

ANSWER ANY TWO QUESTIONS IN NOT LESS THAN 1000 WORDS: (2 X 20= 40)

11. a) Describe Integrated Marketing Communications
    b) Draw an IMC Plan for a Pizza Brand

12. a) Analyse the importance of Digital Marketing in today's scenario
    b) With Augmented Reality and Virtual Reality being the next big thing in the field of Branding and Marketing, explain how AR and VR can be effectively used for customer engagement by a brand?

13. a) Who are influencers? What are their types?

b) Draw a plan to pitch with an influencer to promote your brand.

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