

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2008-2009 & thereafter)

SUBJECT CODE : CM/MC/MC44

B.Com. DEGREE EXAMINATION APRIL 2012
COMMERCE
FOURTH SEMESTER

COURSE : MAJOR – CORE
PAPER : MARKETING COMMUNICATION
TIME : 3 HOURS **MAX. MARKS : 100**

SECTION – A

ANSWER ALL QUESTIONS: (10 x 3 = 30)

1. What is Integrated Marketing Communication?
2. What do you mean by Promotional mix?
3. Define Advertising.
4. What is Publicity?
5. List the qualities of a good advertisement copy.
6. Define Public relations.
7. What is a sales contest?
8. Explain the importance of sales promotion in marketing.
9. What is personal selling?
10. Explain retail trade sales promotion.

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 6 = 30)

11. Explain the benefits of Integrated Marketing Communication?
12. List the various elements of an advertisement copy. Explain with examples from today's advertising.
13. Mention the major media of advertising.
14. Explain the role of PR in marketing communication.
15. What are sales promotion strategies?
16. Differentiate between Advertising and Personal Selling.
17. Briefly explain the stages of personal selling?

SECTION – C

ANSWER ANY TWO QUESTIONS: (2 x 20 = 40)

18. Explain the elements in the IMC planning process.
19. What are the steps in planning an Ad campaign?
20. Explain the techniques of sales promotion at the Consumer & Dealer level.
21. Write in detail the qualities required for an effective sales personality.
