

M. A. DEGREE EXAMINATION, NOVEMBER 2022
PUBLIC RELATIONS
FIRST SEMESTER

COURSE : CORE
PAPER : MARKETING MANAGEMENT IN PUBLIC RELATIONS
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION- A

ANSWER ALL QUESTIONS **(10 x 2 = 20)**

1. Define Market.
2. List the types of marketing
3. Define the term Brand.
4. What do you mean by positioning of brand?
5. List any two objectives of NGOs
6. What is Social Marketing?
7. Outline the value of Digital Marketing.
8. What is SEO?
9. What are E- Commerce Portals
10. Write a note on LinkedIn

SECTION – B

ANSWER ANY FIVE QUESTIONS **(5 x 8 = 40)**

11. Describe the principles of marketing.
12. Discuss the challenges of IMC.
13. When do you decide to Reposition a product? Explain
14. Discuss the relevance of Corporate Branding
15. Distinguish social marketing from commercial marketing.
16. Write a note on website planning and creation.
17. State the advantages of online branding.
18. Bring out the strategies of effective blog writing

SECTION – C

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

19. Discuss the scope of Marketing in detail
20. Evaluate the concept of Social Marketing Campaign and substantiate the same with examples
21. Examine the applications of Mobile marketing.
22. Bring out the effective strategies to build Brand on Social media platforms.
