

**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 2011**  
**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 is Centralised system of Marketing?
3. Explain the specialised Marketing Communication services?
4. What is a sales contest? Give an example.
5. Give a short note on Advertising Creativity.
6. What is USP?
7. Define Public Relations.
8. Write a short note on Trade related sales promotion.
9. What is Personal Selling?
10. Explain Relationship Marketing.

**SECTION – B**

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

11. Explain the Promotional mix of Integrated Marketing Communication.
12. Prepare an advertising copy for any two of the following.  
(i) Shampoo (ii) Tooth-paste (iii) Cell phone
13. How does a company develop a creative marketing strategy in advertising?
14. Explain the tools of Consumer oriented sales promotion.
15. Outline the criteria for media choice.
16. Explain the role of Personal Selling.
17. Explain the various elements of an Advertising Copy with suitable examples.

**SECTION – C**

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

18. Explain the stages in planning of an Advertisement Campaign with suitable examples.
19. Describe the process of Integrated Marketing Communication.
20. Explain the role and functions of Public Relations.
21. What are the stages in the Personal selling process? Explain the responsibilities involved in the same.

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