

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2004-05 & thereafter)
SUBJECT CODE : CM/SC/MC54

B.Com. DEGREE EXAMINATION NOVEMBER 2008
COMMERCE
FIFTH SEMESTER

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

SECTION – A

ANSWER ALL QUESTIONS: (10 x 3 = 30)

1. Explain any three functions of an ad-agency.
2. Write a short note on public relations.
3. Give two examples each of T.V ads relating to
a) Rational appeal b) Emotional appeal.
4. Why is advertising preferred to personal selling?
5. What does the closure of sale mean?
6. Identify the major functions of communication process.
7. List any three strengths and three weaknesses of personal selling.
8. How is a contest different from a sweep stake?
9. What are the qualities of a good layout.
10. differentiate between recall test and recognition test.

SECTION – B

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

11. “Selling is a lucrative profession.” Discuss.
12. Discuss the major consumer promotion tools.
13. Outline the significant role of public relations.
14. What are the purposes for Sales Promotion?
15. What are the different types of ad-appeals used in advertisements?

16. What are the factors to be kept in mind while selecting an ad-media?
17. Briefly explain the stages in the selling process.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Explain the functions and need for Public Relations in an organization.
19. Outline the stages in the planning of an ad-campaign.
20. Discuss the various techniques that are used for sales promotion.
21. Explain the process in developing IMC Planning.

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