

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2011-12)

SUBJECT CODE : 11CM/MC/MC64

B.Com. DEGREE EXAMINATION APRIL 2014
COMMERCE
SIXTH SEMESTER

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

SECTION A

ANSWER ALL QUESTIONS: **10 x 3 = 30**

1. Define marketing communication mix.
2. What do you understand by Salesmanship?
3. Explain briefly any two types of advertisement, with examples.
4. Identify the elements in the communication process.
5. List the different types of outdoor media.
6. Differentiate the impact of advertising from sales promotion at the transactional levels.
7. What is premium offer? Give an example.
8. Explain briefly the PR functions.
9. Give any two reasons when personal selling is most necessary.
10. State the qualities of a good layout.

SECTION B

ANSWER ANY FIVE QUESTIONS **5 x 6 =30**

11. Give any three reasons, why the target audience may not receive the intended message.
12. Determine the role of advertising as a promotional tool.
13. Explain the various elements of an Ad-copy with examples.
14. Discuss the process of Marketing PR.
15. Explain the role of a sales person.
16. What are the benefits of Sales promotion accruing to manufacturers and customers?
17. What is the criteria to be adopted for choice of media?

SECTION C

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

18. Explain the eight stages in developing IMC planning.
19. Discuss the Ad-campaign process with a suitable example.
20. Explain the major steps in effective selling process. Bring out the responsibility of an effective salesman.
21. Explain the different types of sales promotions and consumer promotion tools with suitable examples.
