

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

SUBJECT CODE: 11CM/MC/MC64

B.Com. DEGREE EXAMINATION APRIL 2015
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. What do you mean by integrated marketing communication?
2. List the promotional mix of IMC.
3. What is Ad –copy?
4. State the objectives of Ad- campaign.
5. Define public relations.
6. What are the advantages of publicity?
7. Mention the tools of sales promotions.
8. What are the qualities of a successful salesman?
9. What is personal selling?
10. Point out the functions of personal selling.

SECTION B

ANSWER ANY FIVE QUESTIONS

5 x 6 =30

11. Explain the tools of integrated marketing communication.
12. State the factors influencing the media selection.
13. Discuss the process of public relations.
14. Mention the purpose of sales promotions.
15. Explain the techniques of sales promotions.
16. Explain the stages in selling process.
17. Enumerate the personal selling responsibilities.

SECTION C

ANSWER ANY TWO QUESTIONS

2 x 20 = 40

18. Discuss the planning process of integrated marketing communication.
19. Explain the role of advertising.
20. Discuss the functions of public relations.
21. Explain the factors to be considered in determining the role of personal selling.
