

**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 2016
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 is promotional mix?
2. Explain in brief about integrated marketing communication.
3. Why and when to advertise?
4. What is social objection?
5. What is publicity?
6. List out the steps involved in public relations programme.
7. Write the any three advantages of sales promotion.
8. What is demonstration?
9. What are the essentials of effective selling?
10. What according to you are the qualities of a successful salesman?

SECTION B

ANSWER ANY FIVE QUESTIONS

5 x 6 =30

11. Explain the various elements in the communication process.
12. Explain the Process of Planning IMC.
13. What qualities should be possessed by a good advertisement copy?
14. “Money spent on Advertisement is a waste”. Do you agree. Give reasons.
15. What are the different tools of public relations?
16. Explain the purpose of sales promotion.
17. Elucidate the role and task of a salesman in closing of a sale with relevant example

SECTION C

ANSWER ANY TWO QUESTIONS

2 x 20 = 40

18. The success of the advertisement campaign depends on proper selection of the media – Discuss.
19. Explain the stages in the process of Public Relations.
20. Explain in detail about the consumer sales promotion.
21. Explain the steps in selling process.
