

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 2017
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 a sales contest?
2. What is the promotional mix?
3. Define Advertising.
4. What is AIDA?
5. What is Public Relation?
6. What is CRM in Marketing?
7. What are some examples of sales promotion?
8. What is Trade promotion?
9. What is Personal selling?
10. What is Cross Selling?

SECTION B

ANSWER ANY FIVE QUESTIONS

5 x 6 = 30

11. What are the tools for IMC?
12. How to write an effective Advertising Copy?
13. How Public relations supports the marketing function?
14. Explain the benefits of personal selling.
15. Explain the different methods of Direct Marketing.
16. Name and describe public relation tools the department uses to reach external public.
17. Describe the various types of Advertising appeals.

SECTION C

ANSWER ANY TWO QUESTIONS

2 x 20 = 40

18. Explain the IMC Planning Process.
19. Explain Functions of Public Relations.
20. Explain the various steps in planning of an advertisement campaign.
21. Explain the stages in the selling process.
