

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.**

B.Sc. END SEMESTER EXAMINATIONS NOVEMBER-2022

SEMESTER - III

20UVSCT3005 - Integrated Marketing Communication

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section A

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. What is Advertising? Explain the importance of advertising.
2. Describe the important guidelines for organizing an effective press conference?
3. Classify the various departments and their functions of an advertising agency.
4. What is a house journal? Design the content of a house journal for an interior decoration company.
5. What are the different types of Body copy that a copywriter could write for ad ? Give examples.
6. How do you prepare the budget for PR campaign?
7. Explain the criterias used for evaluating the integrated marketing communication program for branding?
8. Write briefly:
a) content analysis b) open survey c) important campaign strategy

Section B

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Explain brand positioning and Discuss the attributes of Brand Identity.
10. Prepare a layout for an advertisement and explain its functions with examples.
11. How will you select the advertising agency ? What are the various functions performed by an ad agency?
12. Choose a brand of your choice, Identify all its brand elements, and assess their ability to contribute to brand equity according to the choice criteria identified in Brand Management.
13. How has digital online technology changed consumer behavior today? Explain with reference to the impact of demonetization.

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