

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. (Viscom) END SEMESTER EXAMINATIONS NOVEMBER - 2023  
SEMESTER - III

**22UVSCT3004 - Integrated Marketing Communication**

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

**Section B**

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

1. Define advertising and provide a basic example. How does advertising influence consumer behavior.
2. Explain in - house journals.
3. Identify two digital marketing techniques and explain how they can be applied to enhance advertising efforts.
4. Describe the significance of a budget in campaign planning.
5. Describe the basics of copy writing and discuss the role of headlines and slogans in advertising. Provide examples.
6. How can advertisers effectively identify and reach their target audience? Discuss the strategies involved.
7. Describe the marketing mix and elaborate on the role of advertising within it.
8. Examine the role of media relations and follow-up in the success of a campaign. Provide examples.

**Section C**

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

9. Explain Types of ad agencies.
10. Identify the key parameters in the agency-client interface and describe the creative and media briefing process.
11. Explain Organizing a press conference.
12. Explore the impact of social media advertising on brand awareness and customer engagement.
13. Analyze a recent successful marketing campaign of your choice. Discuss the campaign's objectives, target audience, creative elements, and media channels used.

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