

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 - NOV'2024

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. Explain Outdoor Advertising.
2. Describe what makes a brand's identity memorable.
3. Classify the term full-service advertising agency.
4. Describe the House journals with examples.
5. What is 4ps in advertising?
6. Classify the SWOT Analysis.
7. Explain the PR campaign.
8. Justify the Media Relations.

### **Section C**

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

9. Describe the classification of advertising and brand ambassador.
10. Classify advertising agencies and elaborate different types of Advertising agencies.
11. Examine the production of corporate publications.
12. Apply the Marketing Mix and Social Media Marketing with example.
13. Explain the key differences between media campaigning and PR campaigning in terms of cost, control, and credibility.

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