

**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 EXAMINATION APRIL/NOV - 2021  
SEMESTER - III  
20UVSCT3005 - Integrated Marketing Communication**

<b>Total Duration : 3 Hrs</b>	<b>Total Marks : 75</b>
MCQ : 30 Mins	MCQ : 15
Descriptive : 2 Hrs.30 Mins	Descriptive : 60

Section B

Answer any **SIX** questions (6 × 5 = 30 Marks)

1. What is Target audience? How would you classify the target audience for advertisements?
2. Brief on the social and economic benefits of advertising.
3. Explain the role of Public relations in developing an effective IMC plan.
4. Elucidate on Market segmentation and consumer segmentation with examples.
5. Define Marketing Mix. Explain the 4Ps of Marketing.
6. What is brand positioning? Explain its importance with suitable examples.
7. Brief on the role of press conferences in Public relations.
8. Explain the objectives of a Public Relations campaign.

Section C

Answer any **THREE** questions (3 × 10 = 30 Marks)

9. Write in the detail about the different classifications of advertising with examples.
10. Discuss the organizational structure and different services provided by of an advertising agency
11. What is audience research? Explain the types of audience research.
12. What is social media marketing? Explain the strategies for a successful social media marketing.
13. Explain how creative and media brief facilitate effective advertising.