

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 - APRIL 2025

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 various media for advertising ?
2. Briefly Illustrate the basics of copy writing.
3. Explain corporate features with suitable examples.
4. Describe Social media marketing and its importance.
5. Explain Audience research.
6. What is meant by Target audience and how does the target audience are classified?
7. Explain brand positioning.
8. Elucidate the different types of advertising agencies.

Section C

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

9. Define advertising and explain its classification with suitable examples.
10. Elucidate the importance of understanding visualization in advertisings.
11. Explain the role PR and what are the steps involved in organizing press conferences and special events.
12. What is SWOT analysis and explain the importance of SWOT in marketing.
13. What is meant by research and what types of research process has been taken in media campaigning?
