

Roll.No.

22UVSCT3004

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 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. Describe the social and economic benefits of advertising.
2. Analyze the role of visualization and illustration in an ad campaign.
3. Explain the importance of house journals in corporate communication.
4. Apply the SWOT analysis technique to a well-known consumer brand of your choice.
5. Explain the steps involved in audience research for campaign planning.
6. Develop a creative ad concept with headline, slogan, and layout for a new eco-friendly brand.
7. Discuss the importance of brand positioning in competitive markets.
8. Define advertising and explain any two classifications of advertising.

### Section C

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

9. Critically examine the role of advertising in shaping consumer perception of brands.
10. Elucidate in detail about the challenges faced by advertising agencies in pitching for accounts.
11. Evaluate the effectiveness of PR events in managing public perception during a crisis.
12. Design a digital marketing campaign plan for a new e-commerce brand.
13. Explain the research methods—open survey and media survey—in campaign development.

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