

**B.B.A. DEGREE END SEMESTER EXAMINATION MARCH 2018****SEMESTER – 4: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)****COURSE: 16U4CRBBA16: MASS MEDIA – ITS FORMS AND EFFECTS***(For Regular - 2016 Admission)*

Time: Three Hours

Max. Marks: 75

**PART A**Answer **all** questions.

1. What is Digital Marketing?
2. What is User Centered Content?
3. What is a Trade Mark?
4. What is Earned Media?
5. What is Brand Equity?
6. What is Public Service Advertising?

(1 x 6 = 6)

**PART B**Answer **any seven** questions.

7. What is Social Media Marketing?
8. What is Crowd Funding?
9. What is Hyper Segmentation?
10. Write a note on Product Placement.
11. Explain MMOG.
12. What is Marketing Mix?
13. What do you mean by Marketing Communication?
14. Explain Cultivation Theory
15. What is Cross Media Comparison?
16. Write a note on Channel Marketing

(2 x 7 = 14)

**PART C**Answer **any five** questions.

17. Write a short note on customer segment and marketing task.
18. Explain semiotics and Symbolic Communication.
19. Explain the strategic use of persuasive Communication in Marketing.
20. Write a note on Media Performance Measures?
21. Differentiate between Database marketing and Relationship Marketing.

- 22. Discuss the advantages and disadvantages of Personal Selling.
- 23. Write a note on Multi-level Marketing with examples.
- 24. Write a short note on Media Consumption Habits. (5 x 5 = 25)

**PART D**

Answer **any two** questions.

- 25. Explain the types of Media and its role in Marketing Communication.
- 26. Write short notes on different models of Communication and its evolution.
- 27. Explain the different types of media available in online Marketing with examples
- 28. Discuss in detail the Media audience Fragmentation process. (15 x 2 = 30)

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