

**B.B.A. DEGREE END SEMESTER EXAMINATION MARCH/APRIL 2019****SEMESTER – 4: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)****COURSE: 16U4CRBBA13: MASS MEDIA – ITS FORMS AND EFFECTS***(Common for Regular 2017 admission & Improvement / Supplementary 2016 admission)*

Time: Three Hours

Max. Marks: 75

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

1. What is Green Marketing?
2. What is MMOG?
3. What is a Brand Name?
4. What is Paid Media?
5. What is Celebrity Endorsement?
6. What is '4Ps'?

(1 x 6 = 6)

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

7. What is Digital Marketing?
8. What is Publicity?
9. What is Cross Platform User Content?
10. Write a note on One to One Marketing.
11. Explain Integrated Media
12. What is Niche Marketing?
13. What do you mean by Cross Media Comparison?
14. Explain Public Opinion Theory
15. What is Retailing?
16. Write a note on Tag line

(2 x 7 = 14)

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

17. Write a short note on role of Advertising in Marketing.
18. Explain the types of media used in Marketing Communication.
19. Discuss in detail any two Models of Communication.
20. Write a note on changing patterns of Media Consumption.
21. Differentiate between Media Plan and Campaign planning.
22. Discuss the advantages and disadvantages of Database Marketing.
23. Write a note on Multi-level Marketing strategies with examples.
24. Write a short note on Geographic Segmentation.

(5 x 5 = 25)

**PART D**

Answer **any two** questions.

25. Discuss in detail
  - a. The effect of Media Contents on the Audience
  - b. Briefly explain the relation between customer segmentation and marketing task
26. Write short note on different Media Theories.
27. Explain briefly the different types of Marketing with examples
28. Discuss in detail the influence and implication of strategic use of media in Marketing.

(15 x 2 = 30)

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