

Reg. No .....

Name .....

**BBA DEGREE END SEMESTER EXAMINATION - MARCH 2020**  
**SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA**  
**COURSE : 16U4CRBBA13 : MASS MEDIA - ITS FORMS AND EFFECTS**  
*(For Regular - 2018 Admission & Supplementary 2017/2016 Admissions)*

Time : Three Hours

Max. Marks: 75

**Section A****Answer All the following (1 Mark each)**

1. What is feedback in communication?
2. What is message in communication process?
3. Define Verbal communication
4. What is Media monitoring and analysis?
5. What is text or SMS marketing?
6. What is Obscura?

(1 x 6 = 6)

**Section B****Answer any 7 (2 Marks each)**

7. What is the role of media in our society?
8. How does credibility in media affect media and audience relationship?
9. Explain Schramm's model of communication
10. How communication model leads to confusion?
11. What is webcasting?
12. What are the different types of communication ?
13. How will you build and expose a brand
14. What is the importance of personalised marketing in India?
15. What is media audience fragmentation?
16. What are the disadvantages of reality marketing?

(2 x 7 = 14)

**Section C****Answer any 5 (5 Marks each)**

17. What are the different types of Media?
18. What are the barriers to communication?
19. Explain the model of social communication
20. How do you select communication channels? Explain various media channels mentioning its merits and demerits
21. Why is social media education important in marketing? Explain
22. Write a note on non- digital out of home
23. Write about the evolution of outdoor media?
24. Discuss crowdsourcing

(5 x 5 = 25)

**Section D**

**Answer any 2 (15 Marks each)**

25. What do you mean by communication model and what are the different communication models?
26. Explain cross media. Compare various cross media and its impact
27. State the importance of multi-level marketing. What are its advantages and disadvantages?
28. Write a note on media consumption, its changing patterns, and constructive and negative effects

(15 x 2 = 30)