

BBA DEGREE END SEMESTER EXAMINATION - JULY 2021**SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 16U4CRBBA13 : MASS MEDIA - ITS FORMS AND EFFECTS***(For Regular - 2019 Admission and Supplementary - 2016/2017/2018 Admissions)*

Time : Three Hours

Max. Marks: 75

PART A**Answer All (1 mark each)**

1. What is communication?
2. Who is a receiver?
3. Define Semiotics
4. What is sales effect research?
5. What is direct mail?
6. What is API?

(1 x 6 = 6)**PART B****Answer any 7 (2 marks each)**

7. Explain outdoor media with suitable examples
8. How does credibility in media affect media and audience relationship?
9. What is Agenda setting theory?
10. How communication model leads to confusion?
11. What is PDF?
12. What do you understand by Portfolio Tests?
13. Differentiate traditional and non-traditional media
14. What is the importance of personalised marketing in India?
15. What are the three dimension of the content?
16. What is crowd funding?

(2 x 7 = 14)**PART C****Answer any 5 (5 marks each)**

17. What are the factors affecting relationship between media and its audience?
18. What are the barriers to communication?
19. Explain Shannon's model of communication
20. How is defining goals for audience important for efficient media usage?
21. Explain social media monitoring
22. Write a note on personal selling
23. What is the framework of retailing?
24. Explain crowdsourcing, it's advantages and disadvantages

(5 x 5 = 25)**PART D****Answer any 2 (15 marks each)**

25. What is the importance of communication in an organization? How can you use media in marketing communication?
26. Explain cross media. Compare various cross media and its impact
27. What is direct marketing? State the objectives and different types of direct marketing.
28. Look into the media consumption in the present generation children and analyse how the same was in your generation

(15 x 2 = 30)