

Reg. No

Name

23U416-S

BBA DEGREE END SEMESTER EXAMINATION - MARCH 2023
SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 16U4CRBBA13 : MASS MEDIA - ITS FORMS AND EFFECTS
(For Supplementary - 2016/2017/2018/2019 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. Define media
2. What is message in communication process?
3. Define Source
4. What is sector analysis?
5. What is wholesaling?
6. What is media consumption?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Write about the relationship between Media and Audience?
8. What are the different types of media?
9. How communication models clarify complexities?
10. What are the components in Shannon's model of communication?
11. What are the essential issues to consider for effective and efficient media usage?
12. Explain Competitor analysis
13. What are roles of marketing channels in marketing strategies?
14. Differentiate email marketing and direct mail
15. Differentiate micro tasks and macro tasks
16. Why is customer centricity important in marketing?

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. What are the different types of Media?
18. Explain Schramm's model of communication
19. What are the advantages and disadvantages of communication models?
20. How do you measure media performance?
21. Explain Social media analysis
22. Define retailer, types and classification of retailer
23. Write a note on digital marketing and its importance in media
24. Write a note on media audience fragmentation

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Explain Cultivation theory. Do you think the theory is valid in the present scenario?
26. Define media objectives
27. State the importance of multi-level marketing. What are its advantages and disadvantages?
28. What is integrated marketing communication? What are the components of IMC and its importance

(15 x 2 = 30)