

MASTER IN MULTIMEDIA DEVELOPMENT FIRST YEAR FIRST SEMESTER EXAMINATION - 2024

Subject : CORPORATE COMMUNICATION IN MULTIMEDIA

Time : Three hours

Full Marks : 100

Answer **any FIVE** questions

- 1 (a) What do you mean by 'Effective Marketing Communications'? Discuss about the eight steps of developing effective communications. (2+6)+5+(2+5)
 (b) How to determine the communication objectives by showing the response hierarchy?
 (c) How to design a message and what are its appeals? Briefly explain.

- 2 (a) What do you mean by communication channels? Discuss about the two types of communication channels. (2+4)+6+6+2
 (b) Discuss about the four common methods of deciding on promotion budget.
 (c) What do you mean by Promotional tools? Briefly explain.
 (d) How to measure the result after implementation of promotional plan?

- 3 (a) What are the major channels of 'Direct Marketing'? Briefly discuss about the major benefits of 'Direct Marketing'. (2+6)+5+5+2
 (b) Derive the formula for break even point calculation and show the steps sequentially.
 (c) What are the objectives should be followed by the sales force team of the company?
 (d) What do you mean by 'Negotiation'?

- 4 (a) What is 'Customer delivered value'? 4+(4+4)+8
 (b) How to achieve customer satisfaction? Discuss about the key ideas of customer retention.
 (c) How to perform the SWOT analysis for overall evaluation of the company?

- 5 (a) What are the essential criteria to meet Goal and objectives? 5+5+5+5
 (b) Discuss about the categories of Strategic alliances?
 (c) Differentiate between 'Brand' and 'Brand equity'.
 (d) Discuss about Monitoring and feedback issues of company.

- 6 (a) What are the three main financial statements for managing business by considering depreciation and other issues? Discuss briefly. 10+(5X2)
 (b) Compare between-
 (i) Phising and Pretexting
 (ii) Ping flood and IRC flood
 (iii) Retinal Scan and IRIS Scan
 (iv) Computer Virus and Trojan Horse
 (v) Biometrics and DNA

- 7 (a) Briefly explain 'Communication Principles' in terms of importance of communication. 5+5+(4+4)+2
(b) Discuss about the approaches to Listening?.
(c) What are the types of Visual aids? Discuss about the media for presenting visual aids.
(d) What do you mean by citation?
- 8 Write short notes on (**any four**) : 5X4
(i). Systematic Problem solving
(ii). Cyber Cash.
(iii). Secure Electronic Transaction(SET).
(iv). Gait Analysis
(v). Encryption.
(vi). Password Cracking.