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**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

Reg. No. \_\_\_\_\_\_\_\_\_\_\_\_\_

**End Semester Examination – Nov/Dec - 2016**

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|  |  | **Semester :** | **2016-17 ODD** |
| **Code :** | **13VC209** | **Duration :** | **3 hrs** |
| **Sub. Name:** | **ENTERTAINMENT MARKETING** | **Max. marks :** | **100** |

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| **Q. No.** | **Questions** | **Marks** |
| **PART-A(10X1=10 MARKS)** | | |
| 1. | What is Marketing? | (1) |
| 2. | Who is Target Audience? | (1) |
| 3. | What is edutainment? | (1) |
| 4. | What is infotainment? | (1) |
| 5. | What is leisure? | (1) |
| 6. | What is Promotion? | (1) |
| 7. | What is a Brand? | (1) |
| 8. | What is Segmentation? | (1) |
| 9. | What is a Theme Park ? | (1) |
| 10. | What is Integrated Marketing? | (1) |

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| **PART B(5 X 3= 15 MARKS)** | | |
| 11. | Write about the importance of Television as a medium of entertainment. | (3) |
| 12. | Briefly explain the meaning of the term New Media. | (3) |
| 13. | Discuss about Niche Marketing. | (3) |
| 14. | Discuss the importance of promotion for entertainment marketing. | (3) |
| 15. | Discuss the importance of Brand Positioning and Brand Equity . | (3) |

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| **PART C(5 X 15= 75 MARKS)** | | |
| 16. | Discuss the Madison and Vine approach to entertainment marketing. | 15 |
| (OR) | | |
| 17. | Discuss about Social Media as a form of entertainment. | 15 |
| 18. | Discuss the 4 Ps of Entertainment Marketing. | 15 |
| (OR) | | |
| 19. | Discuss about the importance of Integrated Marketing. | 15 |
| 20 | Discuss about youth and fan subculture, linking it to entertainment marketing. | 15 |
| (OR) | | |
| 21. | Write about travel and tourism entertainment. | 15 |
| 22. | Discuss about brand communication. | 15 |
| (OR) | | |
| 23. | What is market segmentation? Discuss. | 15 |
| 24. | Discuss the role of Mass Media in India. | 15 |
| (OR) | | |
| 25. | Discuss about Cable Television industry in India. | 15 |