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Sub Code: RMB MK 05

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**MBA
(SEM IV) THEORY EXAMINATION 2017-18
INTEGRATED MARKETING COMMUNICATION**

*Time: 3 Hours**Total Marks: 70***Note:** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A**

- 1. Attempt all questions in brief. 2 x 7 = 14**
- a. What do you understand by interactive media?
 - b. What is differentiated marketing?
 - c. What are the advertising agencies?
 - d. What is a modular add agency.
 - e. What is personal selling?
 - f. Define mail-marketing.
 - g. What is event management?

SECTION B

- 2. Attempt any three of the following: 7 x 3 = 21**
- a. What is advertising? How it is differ from publicity?
 - b. Discuss various types of advertising agencies with suitable examples.
 - c. Discuss DAGMAR approach of advertising effectiveness measurement.
 - d. What do you understand by media research? Why it is important for an advertiser.
 - e. Discuss various types and tools of Public relation.

SECTION C

- 3. Attempt any one part of the following: 7 x 1 = 7**
- a. Discuss hoe integrated marketing communication is differ from traditional advertising and promotional? Also discuss the role of internet in IMC process of a company.
 - b. what do you understand by in-house agency? Also, discuss the pros and cons of using in-house advertising agency.

4. **Attempt any *one* part of the following:** **7 x 1 = 7**
- a. What do you understand by advertising campaigning? Discuss various types of advertising campaigning.
 - b. What do you understand by integrated marketing communication? Why its importance is increasing in present era?
5. **Attempt any *one* part of the following:** **7 x 1 = 7**
- a. Why budgeting is important for advertising? Also, discuss method of add budgeting with suitable examples.
 - b. discuss various legal issues involve in advertising in India.
6. **Attempt any *one* part of the following:** **7 x 1 = 7**
- a. Discuss the role of promotional mix elements in international marketing media planning.
 - b. What is media planning; discuss various strategies of media planning.
7. **Attempt any *one* part of the following:** **7 x 1 = 7**
- a. Discuss in detail the role of E-commerce in marketing communication.
 - b. “Modern era is of public relation.” Comment.