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MBA

**(SEM-IV) THEORY EXAMINATION 2018-19
INTEGRATED MARKETING COMMUNICATION****Time: 3 Hours****Total Marks: 70****Note: 1.** 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 mean by marketing communication?
- b. What is meant by persuasive in advertisement?
- c. How IMC affects company's objective?
- d. How 'liking' affects purchase decision of consumers?
- e. Define Advertisement.
- f. What do you mean by direct marketing?
- g. What is split run test?

SECTION B**2. Attempt any three of the following: 7 x 3 = 21**

- a. "Marketing effectiveness depends significantly on communication effectiveness". Discuss
- b. "IMC enhances the brand equity". Discuss with examples.
- c. How creative brief improve the effectiveness of advertisement? Explain
- d. Discuss AIDA model of advertising.
- e. What are the different steps involved in media planning? Discuss.

SECTION C**3. Attempt any one part of the following: 7 x 1 = 7**

- (a) "IMC is the integration of all communication to build lasting relationships with customers". Discuss
- (b) Explain the various challenges of IMC.

4. Attempt any one part of the following: 7 x 1 = 7

- (a) Take a product of your choice and explain the different types of advertisements suggested for that product.
- (b) "Advertising promotes consumer welfare by encouraging competition". Explain.

5. Attempt any one part of the following: 7 x 1 = 7

- (a) "Sexism and racism are unethical practices in advertisement". Discuss.
- (b) Discuss the different methods to evaluate the effectiveness of advertisement.

6. Attempt any one part of the following: 7 x 1 = 7

- (a) How global advertising is different from local advertising? Explain.
- (b) Briefly explain the characteristics of different types of media.

7. Attempt any one part of the following: 7 x 1 = 7

- (a) "Public relation is more credible than other types of promotional tools". Comment
- (b) What do you mean by e-mail marketing? Discuss its advantages and disadvantages.