

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
- What do you mean by marketing communication?
 - What is meant by persuasive in advertisement?
 - How IMC affects company's objective?
 - How 'liking' affects purchase decision of consumers?
 - Define Advertisement.
 - What do you mean by direct marketing?
 - What is split run test?

SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21
- "Marketing effectiveness depends significantly on communication effectiveness". Discuss
 - "IMC enhances the brand equity". Discuss with examples.
 - How creative brief improve the effectiveness of advertisement? Explain
 - Discuss AIDA model of advertising.
 - What are the different steps involved in media planning? Discuss.

SECTION C

3. Attempt any *one* part of the following: 7 x 1 = 7
- "IMC is the integration of all communication to build lasting relationships with customers". Discuss
 - Explain the various challenges of IMC.
4. Attempt any *one* part of the following: 7 x 1 = 7
- Take a product of your choice and explain the different types of advertisements suggested for that product.
 - "Advertising promotes consumer welfare by encouraging competition". Explain.
5. Attempt any *one* part of the following: 7 x 1 = 7
- "Sexism and racism are unethical practices in advertisement". Discuss.
 - Discuss the different methods to evaluate the effectiveness of advertisement.
6. Attempt any *one* part of the following: 7 x 1 = 7
- How global advertising is different from local advertising? Explain.
 - Briefly explain the characteristics of different types of media.
7. Attempt any *one* part of the following: 7 x 1 = 7
- "Public relation is more credible than other types of promotional tools". Comment
 - What do you mean by e-mail marketing? Discuss its advantages and disadvantages.