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Paper Id: **270445** **Roll No:** | | | | | | | | | | |

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.

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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.

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