Printed Pages:01 **Sub Code:RMBMK05**

Paper Id: 270232 **Roll No.** | | | | | | | | | | |

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.

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