

Roll No.

12090

MBA 2 Year 4th Semester

Examination – May, 2019

INTEGRATED MARKETING COMMUNICATION

Paper : 17IMG24GM1

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : The question paper is divided into *two* Sections. Sections 'A' comprises 8 short answer type questions (carrying two marks each) which is *compulsory* and should not exceed 50 words normally. Section 'B' comprises 8 questions (2 from each Unit) the students shall be required to attempt *four* selecting *one* question from each Unit. All question carry equal marks.

SECTION – A

1. Short Answer type questions :

- (a) Define 'Online Marketing'.
- (b) Define Media Mix.
- (c) What is the role of Media Research in IMC ?

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- (d) What is Web Adverting ?
- (e) What is meant by media scheduling ?
- (f) What is the power of publicity ?
- (g) What are ethical issues in IMC ?
- (h) What do mean by copy testing ?

SECTION – B

UNIT – I

2. What are different factors affecting marketing communication mix ? Explain with suitable example.
3. Explain in detail about the DAGMAR model of marketing communication.

UNIT – II

4. How selection and evaluation of market segment is done? Explain the target marketing.
5. Explain in detail about building integrated marketing communication programme.

UNIT – III

6. What is the process of selecting advertising agency ? Explain.
7. Explain the media planning process and mention the advantages of contemporary media as compared to traditional media.

UNIT - IV

8. How is publicity different from other promotional tools of marketing ? Explain the goals of publicity creation in the business market.
 9. What do you understand by global marketing communication ? Explain.
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