

Total No. of Questions : 5]

P2201



[5465]-3013

M.B.A.

SEAT No. : Dec-18

[Total No. of Pages : 1

**305 - MC : INTEGRATED MARKETING COMMUNICATION
(2016 Pattern) (Semester - III)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) All questions carry equal marks.

Q1) Elaborate Role of advertising agencies in IMC(Integrated Marketing Communication). **[10]**

OR

What is Integrated Marketing Communication? Elaborate the role of advertising and promotion in IMC. **[10]**

Q2) Discuss in detail Consumer Sales Promotion for **[10]**

- a) HD Television
- b) Antidandruff Shampoo

OR

Define "Advertising". Explain various types of Advertising with supporting examples. **[10]**

Q3) What is Event Marketing? Explain different opportunities and challenges in event marketing. **[10]**

OR

Describe the role of Direct Marketing in IMC(Integrated Marketing Communication). **[10]**

Q4) Discuss in detail Brand attitude creative tactics. **[10]**

OR

Design a print advertisement copy for upcoming airlines. **[10]**

Q5) Explain in detail IMC planning process. **[10]**

OR

Develop a Media plan for (Any one from the following) **[10]**

- a) Sports Bike
- b) Water Purifier



Total No. of Questions : 5]

SEAT No. :

P3876

[Total No. of Pages : 2

[5265] - 3013

M.B.A.

Dec 17

**305 MC : INTEGRATED MARKETING COMMUNICATION (DMCM)
(Semester - III) (2016 Pattern)**

Time : 2 Hours & 15 Min.]

[Max. Marks :50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) All questions carry equal marks.*

Q1) Explain in detail Five - Step Strategic Planning Process.

OR

Discuss in detail 'Role of advertising agencies in IMC'.

Q2) Explain in detail types of advertising.

OR

Discuss in detail consumer sales promotion for,

- a) Smart phone.**
- b) Packaged Drinking Water.**

Q3) Elaborate role of direct marketing in IMC [Integrated Marketing Communication].

OR

Explain public relations, along with its advantages & disadvantages.

P.T.O.

Q4) Discuss in detail brand awareness creative tactics.

OR

Design a print advertisement copy for 'upcoming cafe'.

Q5) Explain in detail IMC planning process.

OR

Develop a media plan for (Any one from the following)

- a) Air conditioner.
- b) Fairness cream.
