



**DQ-19MBA404**

Seat No. \_\_\_\_\_

**M. B. A. (Sem. IV) (CBCS) Examination**

**April - 2022**

**Integrated Marketing Communication**

Time :  $2\frac{1}{2}$  Hours]

[Total Marks : 70

**Instruction :** All Question Carry Equal Marks.

1 What is Integrated Marketing Communications ? Explain.

**OR**

1 Advertising exploits the vulnerability of customers. Critically evaluate the statement.

2 (a) Write about the advantages and disadvantages of Direct Marketing.

(b) Discuss consumer oriented sales promotion techniques.

**OR**

2 (a) Write arguments for and against measuring effectiveness of Promotional Program.

(b) Write a note on Pretesting of finished ads.

3 Should sales be the only objective of Advertising ? Discuss.

**OR**

3 What are ethical and social issues in advertising ? Elaborate with examples.

4 (a) What is Media Planning and Scheduling ? Explain.

(b) What is DAGMAR approach ? Explain.

**OR**

4 (a) What are the six common features of “sticky” ads? Explain in brief.

(b) Explain the ‘VIEW’ model in packaging.

5 Discuss advantages and disadvantages of Print and Broadcast Media.