



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.