



DL-010-003403

Seat No. _____

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

April / May – 2015

ECT-10404 : Integrated Marketing Communication

Faculty Code : 010

Subject Code : 003403

Time : 3 Hours]

[Total Marks : 70

Instruction : All questions carry equal marks.

- 1** Give short answers : **(Any Seven)** **14**
- (1) Reach and Frequency
 - (2) Promotional mix
 - (3) Gross Rating Points
 - (4) Classified Advertising
 - (5) Brand Development Index
 - (6) Internet Marketing
 - (7) Flighting
 - (8) Promotional pull strategy
 - (9) Customer Relationship Management
- 2** (A) Explain Trade promotion and Consumer promotion **7**
with suitable examples.
- (B) Explain various methods by which advertising **7**
agencies are compensated ?
- OR**
- 2** (A) Discuss advantages and disadvantages of Print Media. **7**
- (B) Explain Brand positioning and Brand repositioning **7**
with examples.

- 3 Discuss various pretesting and post testing methods for measuring advertising effectiveness. 14
- OR**
- 3 Discuss various methods of allocating advertising budget. 14
- 4 (A) Explain Customer Based Brand Equity. 7
- (B) Explain in detail components of a Print ad. 7
- OR**
- 4 (A) Explain DAGMAR approach. 7
- (B) Explain strategies for international advertising. 7
- 5 Spice jet airlines is a familiar organization in India. 14
It is providing low fares for people to fly. As a Marketing executive for Spice jet airlines, you are required to plan a marketing strategy using five tools of Integrated Marketing Communication.
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