



NAX-010-003403

Seat No. _____

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

March/April – 2017

ECT-10404 : Integrated Marketing Communications

Faculty Code : 010

Subject Code : 003403

Time : 3 Hours]

[Total Marks : 70

Instruction : All questions carry equal marks.

- 1 Discuss various methods of allocating advertising budget.
OR
- 1 Explain limitations and advantages of online advertising.
- 2 (a) Write about the advantages and disadvantages of Direct Marketing.
(b) What is Media Planning ? What factors should be considered in Media Planning ?
OR
- 2 (a) Explain Public relations and Publicity.
(b) Write a note on Pre-testing of finished ads.
- 3 Explain the significance of DAGMAR approach for setting communication objectives.
OR
- 3 Discuss ethical issues arising in advertising to children.
- 4 (a) Explain Media planning and scheduling.
(b) Explain Trade oriented sales promotion.
OR
- 4 (a) Write arguments for and against measuring effectiveness of Promotional Program.
(b) Explain creativity in advertising with a suitable example.
- 5 Explain Socio-economic significance of advertising in detail.