



RAI-161100020404 Seat No. _____

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

March – 2019

ECT : Integrated Marketing Communication

Time : **3** Hours]

[Total Marks : **70**

Instruction : All questions carry equal marks.

1 Discuss Social and ethical aspects of advertising.

OR

1 Emotional or rational appeals, what according to you can be more effective in eliciting desired response from customers in financial services sector ? Justify your answer.

2 (a) What are the advantages and drawbacks of broadcast media ?

(b) Explain different methods of budget allocation in advertising.

OR

2 (a) What types of creative tactics are used in advertising ?

(b) Explain consumer oriented sales promotion techniques.

3 Discuss pretesting and post-testing methods used in measuring the effectiveness of advertising programs.

OR

3 Explain how integrated marketing communication can be used for brand building process ?

4 (a) What are the pros and cons of social media marketing ?

(b) Explain Brand positioning with examples.

OR

4 (a) Explain DAGMAR approach.

(b) Explain media planning and scheduling.

5 Write short note on : (any **two**)

(1) Public relations and publicity.

(2) Advertising agency

(3) Direct Marketing.