



PT-161100020404 Seat No. _____

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

August - 2020

Integrated Marketing Communication

Time : 3 Hours]

[Total Marks : 70

Instruction : All Questions Carry Equal Marks

- 1 Take any product of your choice and explain how will you use Integrated Marketing Communication tool for brand building of this product?

OR

- 1 Elaborate with examples—ethical and social issues in advertising.
- 2 (A) Explain media planning and scheduling.
(B) Discuss advantages and disadvantages of Broadcast Media.

OR

- 2 (A) Explain different components of advertising copy.
(B) Explain various methods by which advertising agencies are compensated.

- 3 Discuss the reasons for growth and rising importance of Integrated Marketing Communications.

OR

- 3 Explain different pre-testing and post-testing methods used for measuring advertising effectiveness.

- 4 (A) What are the advantages and disadvantages of Print media?
(B) What is the importance of creativity in advertising?
Explain.

OR

- 4 (A) What are different unconventional promotional media?
Explain.
(B) Advertising exploits the vulnerability of customers.
Critically evaluate the statement.

5 Write short note on : (Any **Two**)

- (1) Brand positioning
- (2) DAGMAR approach
- (3) Online advertising
