



Seat No. _____

HD-19MBA404
M. B. A. (Sem. IV) (CBCS) Examination
April - 2023
Integrated Marketing Communication

Time : $2\frac{1}{2}$ Hours / Total Marks : 70

Instruction : All questions carry equal marks.

- 1 What are ethical and social issues in advertising ? Elaborate giving examples.
- 2 (a) Explain six tools of influence identified by social psychologist Robert Cialdini.
(b) Which factors need to be considered while setting the advertising budget ?

OR

- (a) Explain Public relations and Publicity.
(b) What are the advantages and disadvantages of Print Media ?
- 3 Explain different Online advertising formats. Also write advantages and disadvantages of Online advertising.

OR

Does advertising exploit the vulnerability of customers ? Discuss.

- 4 (a) What is effective advertising ? What are the three common features of “creative” ads ?
(b) What is Green Marketing ? Explain.

OR

- (a) What is the role of packaging in Marketing Communications ? Explain.
(b) What are different methods of allocating advertising budget ?
- 5 Take any product of your choice and discuss how will you use IMC tools for brand building of this product ?