

Unit

8. How marketing communication budget is prepared ? Explain the goals of sales promotion in the business market.
9. Explain in detail the concept of global marketing communication.

Roll No.

56061

**M.B.A. 2 Yr. 3rd Sem. (N.S.)
Batch 2011-2013**

**Examination- December, 2016
Integrated Marketing Communication**

Paper-MBA-322

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : The question paper is divided into two sections. Section-A comprises 8 short answer type questions (carrying two marks each) which is **compulsory** and should not exceed 50 words normally. Section-B comprises 8 questions (2 from each unit). The students shall be required to attempt **four** selecting **one**

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question from each
carry equal marks

Section-A

1. Short answer type questions

- (a) Discuss the importance of I.M.C.
- (b) What are marketing communication objectives?
- (c) What is the impact of advertising?
- (d) Discuss the importance & factors affecting communication mix.
- (e) "Creativity is the life of advertising". Comment.
- (f) What do you understand by global advertising?
- (g) Enlist the tests used for measuring advertising effectiveness.
- (h) What do you understand by advertising creativity?

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Unit. All questions

are :

1. Discuss the importance of I.M.C.
2. What are marketing communication objectives?
3. What is the impact of advertising?
4. Discuss the importance & factors affecting communication mix.
5. "Creativity is the life of advertising". Comment.
6. What do you understand by global advertising?
7. Enlist the tests used for measuring advertising effectiveness.
8. What do you understand by advertising creativity?

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Section-B

Unit-I

2. What is marketing communication mix process? Explain the factors affecting marketing communication mix.
3. Explain in detail about the DAGMAR Model of marketing communication.

Unit-II

4. Elaborate on various methods of promotional appropriation.
5. Explain in detail about commissioning and contracting external source in communication programme.

Unit-III

6. Mention the new trends in advertising & advantages of contemporary media as compared to traditional media.
7. Explain the functions and types of advertising agencies.

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[Turn Over