

Roll No.

56061

MBA 2 Year 3rd Semester (Old)

Batch 2011-13

Examination – December, 2018

INTEGRATED MARKETING COMMUNICATION

Paper : MBA-322

Time : Three Hours]

[Maximum 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 examination.

Note : Attempt compulsory question No. 1 from Section – A and four questions from Section – B (one question from each unit). All questions carry equal marks.

SECTION – A

1. (a) What is the primary advantage of personal selling ?

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- (b) What are the major advantages and disadvantages of television advertising ?
- (c) Why segmentation is necessitated ?
- (d) Define reach and frequency. How do they differ ?
- (e) What is a marketing communication mix ?
- (f) What are elements of promotional mix ?
- (g) Give *two* reasons why good public relations are necessary.
- (h) What is copy writing ?

SECTION – B

UNIT – I

2. Explain the reasons for growth and importance of integrated marketing communications. How does it differ from traditional advertising and promotion ? <http://www.HaryanaPapers.com>
3. What is DAGMAR ? Explain how marketers might use DAGMAR in establishing objectives. What are some of the problems connected with the use of DAGMAR ?

UNIT – II

4. Explain the factors governing basic promotional strategy.

5. Distinguish between demographics and psychographics, and explain the role of each in segmentation. Explain how a company can develop segmentation strategies based on knowledge of relationship factors.

UNIT – III

6. Discuss the merits and demerits of using an in-house advertising agency. What are the functions performed by advertising agency ?
7. What important factors should be considered in market analysis in developing a media plan ?

UNIT – IV

8. Explain the term Public Relations and describe the advantages and process of maintaining Public Relations in marketing.
9. Discuss the methods used by marketers to execute their public relation programs.

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