

12090

MBA 4th Semester 2nd Year Examination,

May-2018

INTEGRATED MARKETING COMMUNICATION

Paper-17IMG24GM1

Time allowed : 3 hours]

[Maximum marks : 80

Note : (i) Section-A comprises eight short answer type questions (maximum 50 words) carrying two marks each and are compulsory.

(ii) Section-B comprises eight long answer type questions (two questions from each unit) and students are required to attempt four questions, selecting one question from each unit. Each question in this section carry equal marks i.e. 16 marks.

Section-A

I. Write short notes on the following :

- (a) Importance of message encoding in marketing communication
- (b) Comparative advertising
- (c) Psychographic basis of segmentation
- (d) Type of advertising agencies

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- (e) DAGMAR model of marketing communication
- (f) Trade promotion
- (g) Advertisement frequency and reach
- (h) Outdoor advertising

Section B

Unit-I

- 2. Discuss the concept of Integrated Marketing Communication Mix.
- 3. Compare implications of AIDAS and DAGMAR model of communication for communication strategies.

Unit-II

- 4. How would you segment the market for an upcoming Bi-Cycle brand to utilize IMC Mix ?
- 5. Explore the reasons why an organization prefer to hire an agency than developing in house facilities.

Unit-III

- 6. Explain how specific advertising appeal is utilised in specific product category repeatedly.

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- 7. Discuss various traditional and contemporary media vehicles.
- Unit-IV**
- 8. Compare and contrast advertising, publicity and public relations.
 - 9. How can effectiveness of communication program can be measured or evaluated.

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