

Roll No.

12090

**MBA 2 Year 4th Semester
Examination – July, 2020**

INTEGRATED MARKETING COMMUNICATION

Paper : 17IMG24GM1

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 five questions in all. All questions carry equal marks.

1. Write short notes on : 2 × 8 = 16

- (a) PCB Model
- (b) Communication Process
- (c) Segmentation
- (d) Creative Formats

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P. T. O.

- (e) Outdoor Advertising
 - (f) Public Relations
 - (g) Target Marketing
 - (h) Advertising Appeal
2. Discuss the drivers of integrated marketing mix. 16
 3. Discuss AIDAS model of marketing communication. 16
 4. Define the concept of segmentation and targeting in marketing communication. 16
 5. Write a detailed note on integrated marketing communication programme. 16
 6. Write a detailed note on working of an advertising agency. 16
 7. Write short notes on : 8 + 8 = 16
 - (a) Media Objective
 - (b) Media Reach

12090-1650-(P-3)(Q-9)(20) (2)

8. Write a detailed note on corporate advertising. 16
 9. Discuss the methods of budgeting in marketing communication. 16
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12090-1650-(P-3)(Q-9)(20) (3)