

9. What legal and ethical implications marketer should take care of while designing marketing communication campaign for Indian customers.

Roll No.

12090

**MBA 2 Year 4th Semester CBCS
Examination – December, 2018**

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 :** (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

1. Write short notes on following :

- (i) FCB model of communication.
- (ii) Importance of internet advertising.
- (iii) Socio-cultural basis of segmentation.
- (iv) Differences between packing and packaging with regards to marketing communication.
- (v) Role of account/ client manager in ad agencies.
- (vi) Concept advertisements.
- (vii) Word of mouth.
- (viii) Branding.

SECTION – B

UNIT – I

2. Discuss the relative importance of various elements of promotional mix in traditional and modern concepts of marketing communication.

3. Which one of AIDA, DAGMAR and Black Box model you find comparatively important and why ?

UNIT – II

4. Relate concept of segmentation, targeting and positioning with marketing communication quoting some relevant examples.
5. List the reasons why an organization prefer to hire an advertising agency than developing in house facilities.

UNIT – III

6. Discuss the various kinds of advertising appeals with help of relevant examples.
7. What is the criteria of evaluating media and media vehicles for marketing communication ?

UNIT – IV

8. Compare and contrast advertising with publicity, personal selling with direct selling.