

**M.B.A. (GEN.) SEM-IV / M.B.A.(HR) SEM-IV (2016 Course) CBCS :
SUMMER - 2019**

SUBJECT: INTEGRATED MARKETING COMMUNICATION

Day : Saturday
Date : 11/05/2019

S-2019-2215

Time : 10.00 AM TO 01.00 PM
Max. Marks : 60

N.B.

- 1) Attempt **ANY THREE** questions from Section-I. Each question carries **10** marks.
 - 2) Attempt **ANY TWO** questions from Section - II. Each question carries **15** marks.
 - 3) Answers to both the sections should be written in the **SAME** answer book.
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SECTION - I

- Q.1** What is the concept of public relations? Explain its various types.
- Q.2** What is ad agency? Describe in detail its structure.
- Q.3** What is ad copy? Elaborate the role of advertising appeal.
- Q.4** What is media planning? Explain in detail its process with a suitable example.
- Q.5** Write notes on **ANY TWO** of the following:
- a) Sales promotion
 - b) Objections on advertising
 - c) Film based merchandising
 - d) Ethical IMC

SECTION - II

- Q.6** Design an ad copy with appeals for the following products.
- a) Car
 - b) Scooter
 - c) Refrigerator
- Q.7** Design a sales promotion plan for the following products.
- a) Laptop
 - b) Television
 - c) Mobile phone
- Q.8** As an advertising consultant, develop an image building plan for the following products.
- a) Shampoo
 - b) Cosmetics
 - c) Hair oil

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