

S.D.E.
M.B.A. Sem-IV (2013 Course) : SUMMER - 2019
SUBJECT : ELECTIVE – VIII : INTEGRATED MEDIA COMMUNICATION
(Media & Entertainment)

Day : Thursday
Date : 23/05/2019

Time 02.00 PM TO 05.00 PM
Max. Marks : 70

S-2019-5080

N.B.

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SAME** answer book.

SECTION - I

- Q.1** Define Integrated Marketing Communication (IMC). Explain significance of IMC to the business, with suitable examples. (10)
- Q.2** Explain in detail IMC planning. (10)
- Q.3** What is direct marketing? Explain various tools and techniques of direct marketing with consumer durable markets. (10)
- Q.4** What factors are considered by the marketers with respect to social, legal and ethical issues while promoting their products? (10)
- Q.5** Write short notes on any **TWO**: (10)
- a) Brand communication process
 - b) Media planning
 - c) Use of Social media for marketing
 - d) Personal Selling

SECTION – II

- Q.6** Discuss critically the promotion strategies adopted by the Government of India for the following social causes: (15)
- i) Pulse Polio Programme
 - ii) Pollution Control
- Q.7** Design event marketing action plan for wedding ceremony. (15)
- Q.8** A new MNC automobile company would like to enter into the Indian Automobile Market. As a media and communication consultant, suggest a relevant promotion plan to the company. (15)