

(Gen)
M.B.A. SEM-IV / M.B.A.(HR) SEM-IV (2016 COURSE) CBCS :
SUMMER - 2018

SUBJECT : INTEGRATED MARKETING COMMUNICATION

Day : Friday
Date : 11/05/2018
S-2018-1841
Time : 02.00 PM TO 05.00 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 **SEPARATE** answer book.

SECTION – I

- Q.1 What is Promotion Mix? Explain in detail its components.
- Q.2 What is Ad agency? Describe in detail its structure.
- Q.3 What is media mix? Explain in detail the role of Ad copy in media mix.
- Q.4 What is Public Relations? Explain in detail its various types.
- Q.5 Write short notes on any **TWO**:
- a) Advertising Budget
 - b) Sales Promotion
 - c) Image Building
 - d) Message Evaluation

SECTION – II

- Q.6 Design an Ad Copy with appeal for the following products:
- a) Car
 - b) Laptop
 - c) Mobile Phones
- Q.7 Develop a Sales Promotion Plan for the following Products:
- a) Refrigerator
 - b) Television
 - c) Washing Machine
- Q.8 As an Advertising Consultant formulate the policies for an Advertising agency to maintain the long lasting Client Agency Relationship.

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