

**S.D.E.**

**M.B.A. SEM-IV (2013 COURSE) : SUMMER - 2018**

**SUBJECT : ELECTIVE – VIII : INTEGRATED MEDIA COMMUNICATION  
(MEDIA & ENTERTAINMENT)**

Day : **Thursday**  
Date : **28/06/2018**

**S-2018-4443**

Time : **02.00 PM TO 05.00 PM**  
Max. Marks : 70

**N.B.:**

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

**SECTION – I**

- Q.1** Explain various functions of Integrated Marketing Communications with suitable examples. [10]
- Q.2** Explain the process of Customer Brand Decision Making in case of Lifestyle products. [10]
- Q.3** What are the factors need to be considered while choosing the media? Justify with suitable example. [10]
- Q.4** Discuss the merits and demerits of IMC print. [10]
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) Effectiveness of Advertisement
  - b) Consumer Sales Promotion
  - c) Packaging
  - d) Brand Communication Process

**SECTION – II**

- Q.6** Think of a major purchase you have made recently. Explain in detail which of the IMC strategy was influential in your purchase decision. [15]
- Q.7** Entertainment is both blessing and the curse of a copywriter. Is it true that advertisements that merely entertain could actually prove valuable in stimulating sales? If so, justify your answer, [15]
- Q.8** Design a creative message for print media to market a B-School, already running since last 15 years in India. Explain segmentation-targeting-positioning for this “Business School”. [15]

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