

**S.D.E.**  
**M.B.A. Sem-IV (2013 Course) : WINTER - 2018**  
**SUBJECT : ELECTIVE – VIII : INTEGRATED MEDIA COMMUNICATION**  
**(Media & Entertainment)**

Day : Friday  
Date : 14/12/2018

Time 02.00 PM TO 05.00 PM  
Max. Marks : 70

**W-2018-4612**

**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 **SEPARATE ANSWER BOOK.**

**SECTION - I**

- Q.1** Explain various contemporary and critical issues under Integrated Marketing Communication (IMC) with suitable examples. **(10)**
- Q.2** Design Integrated Marketing Communication Plan (IMC) for private insurance company operating in India. **(10)**
- Q.3** Define Public Relations. Outline the changing role of Public Relations Officer of a large scale Multinational Company (MNC) of your choice. **(10)**
- Q.4** “While designing the advertisement, marketers has to look into social and ethical implications”. Comment critically with suitable examples. **(10)**
- Q.5** Write short notes on any **TWO**: **(10)**
- a) Product placement
  - b) Media planning
  - c) STP (Segmentation, Targeting & Positioning) strategies
  - d) Trade Sales Promotions

**SECTION – II**

- Q.6** Discuss critically the promotion strategies adopted by the Government of India for the following social causes: **(15)**
- i) “Beti Bachao”
  - ii) Save water
- Q.7** Design event marketing action plan for cultural events planned by B-School of national repute. **(15)**
- Q.8** A retail giant “Wal-Mart” is planning to enter in Indian Market. As a media and communication consultant, suggest appropriate promotion strategies to Wal-Mart. **(15)**