

S.D.E.

M.B.A. SEM-IV (2013 COURSE) : WINTER - 2017
SUBJECT : ELECTIVE – VIII : INTEGRATED MEDIA COMMUNICATION
(MEDIA & ENTERTAINMENT)

Day : **Saturday** Time : **02.00 PM TO 05.00 PM**
Date : **30/12/2017** Max. Marks : 70
W-2017-4252

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 the term “Brand”. How brands are built with the help of STP [10]
(Segmenting-Targeting-Positioning)?
- Q.2** Describe the steps in IMC planning. [10]
- Q.3** Explain the process of Customer Brand Decision Making in case of Lifestyle [10]
products.
- Q.4** Compare and contrast the salient features of broadcast and non-broadcast [10]
media.
- Q.5** Write short notes on **ANY TWO** of the following: [10]
- a) E-commerce Media
 - b) Public Relations and Brand Publicity
 - c) Data Driven Communication
 - d) Personal Selling

SECTION – II

- Q.6** Many companies are using Social Media to promote their products. Discuss the [15]
promotion campaign that you have recently come across.
- Q.7** Think of a major purchase you have made recently. Explain in detail which of [15]
the IMC strategy was influential in your purchase decision.
- Q.8** Design a creative message for print media to market a Compact Car. Explain [15]
segmentation-targeting-positioning for this “Compact Car”.

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