

**CDOE**  
**MASTER OF BUSINESS ADMINISTRATION (EXECUTIVE) (CBCS-2018 COURSE)**  
**M.B.A. (E) Sem-IV : WINTER :- 2021**  
**SUBJECT: PAPER-IV : INTEGRATED MARKETING COMMUNICATIONS**

**Day : Friday**  
**Date 18-02-2022**

**W-19423-2021**

**Time : 02:00 PM-05:00 PM**  
**Max. Marks: 70**

**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** Explain the concepts of IMC (Integrated Marketing Communication). Describe in brief Push and Pull strategies. **(10)**
- Q.2** Discuss the structure of Advertising agency. **(10)**
- Q.3** Explain the main features and types of advertising used for communicating with audience. **(10)**
- Q.4** What are the objectives of sales promotion? Discuss various methods of sales promotion. **(10)**
- Q.5** Explain the concept of Advertising effectiveness. Is it necessary to measure Advertising effectiveness? Justify your answer with suitable examples. **(10)**
- Q.6** Write short notes on (**ANY TWO**): **(10)**
- a) Surrogate Advertising
  - b) Direct marketing
  - c) AIDA model

**SECTION-II**

- Q.7** A Multinational Five star hotel chain wants to launch its hotels in India's Metro Cities. But there is already tough competition with many other international, national, local hotels in the market. How will you design a marketing communication strategy? Which appeal will you use and why? **(15)**
- Q.8** As a Marketing Communication Manager, design a media mix plan to launch a new soft drink in the market. State your assumptions. **(15)**
- Q.9** What could be the sales promotion plan for a newly launching online pharmacy store (medical store)? **(15)**

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