

CDOE
MASTER OF BUSINESS ADMINISTRATION (CBCS-2019 COURSE)
M.B.A. SEM - IV : WINTER :- 2021
SUBJECT: INTEGRATED MARKETING COMMUNICATIONS

Day : Friday
Date 18-02-2022

W-22042-2021

Time : 02:00 PM-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 the **SEPARATE** answer book.

SECTION - I

- Q.1** What is media mix? Explain the role of ad copy in media mix.
- Q.2** What is advertising budget? Elaborate its appropriation methods.
- Q.3** What is ad agency? Discuss the services offered by an ad agency.
- Q.4** Discuss the methods for measurement of advertising effectiveness.
- Q.5** Write short note on **ANY TWO** of the following:
- a) Image building
 - b) Types of public relations
 - c) Direct marketing
 - d) Media plan

SECTION - II

- Q.6** Develop a sales promotion plan for the following products.
- a) Computers
 - b) Washing machines
 - c) Soaps and detergents
- Q.7** Develop an ad copy for the following products.
- a) Scooters
 - b) Watches
 - c) T-Shirts
- Q.8** An American water purifier manufacturing company selling its products in Indian market wants to measure its advertising effectiveness. Develop a detailed procedure for the same.

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