

MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.) (2016 COURSE)
M.B.A. Sem - IV : WINTER : 2021
SUBJECT: INTEGRATED MARKETING COMMUNICATIONS

Day : Friday
Date : 21-01-2022

W-15460-2021

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.
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SECTION - I

- Q.1** What is integrated marketing communication plan? Explain its components.
- Q.2** What is promotion mix? Discuss the Push and Pull strategies.
- Q.3** What is advertising? Describe its functions.
- Q.4** What is media mix? Elaborate the role of media vehicle in media mix.
- Q.5** Write short note on **ANY TWO** of the following:
- a) Advertising budget
 - b) Message evaluation
 - c) Public relations
 - d) Ad agency

SECTION - II

- Q.6** As an advertising consultant develop the strategies for an advertising agency to maintain the long lasting client agency relationship.
- Q.7** Design an advertisement for a fertilizer company engaged in manufacturing and marketing its products in Indian market.
- Q.8** Develop a sales promotion plan for the following products.
- a) Perfume
 - b) Hair dye
 - c) Face powder

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