

**MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.) (2016 COURSE)**  
**M.B.A. Sem - IV :SUMMER- 2022**  
**SUBJECT : INTEGRATED MARKETING COMMUNICATIONS**

Day : Saturday  
Date : 11/6/2022

**S-15460-2022**

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) Answer to both the sections should be written in the **SAME** answer book.

**SECTION – I**

- Q.1** Define Integrated Marketing Communication (IMC). Illustrate the ethical IMC practices. **(10)**
- Q.2** What do you mean by IMC message evaluation? What are the various pre and post testing techniques of IMC evaluation? **(10)**
- Q.3** What is advertising budget? Explain the factors taken into consideration to decide the right advertising budget. **(10)**
- Q.4** How are the product placement and branding done using IMC tools? **(10)**
- Q.5** Write short notes on **Any Two** of the following: **(10)**
- a) TRP ratings
  - b) Ambush advertising
  - c) Ad appeal

**SECTION - II**

- Q.6** Design a sales promotion plan for the most economical and durable sports shoes using IMC. **(15)**
- Q.7** As a consultant develop various publicity activities for an actor who is making a comeback after a decade. **(15)**
- Q.8** Design an ad copy for the Chess Olympiad which is taking place in India for the first time. **(15)**

\*\*\*\*\*