

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV :SUMMER- 2022
SUBJECT : INTEGRATED MARKETING COMMUNICATIONS

Day : Thursday
Date : 9/6/2022

S-22815-2022

Time : 02:00 PM-04:00 PM
Max. Marks : 50

N.B.:

- 1) Attempt Any **Three** questions from **Section-I.** and Any **Two** questions from **Section-II. All questions carry equal marks.**
- 2) Answers to both Section should be written in Same answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** What is integrated marketing communication? Explain its advantages and disadvantages. **(10)**
- Q.2** What are the pros and cons of print, outdoor and social media? **(10)**
- Q.3** What is an ad appeal? Emphasize the role of rational and emotional appeals. **(10)**
- Q.4** As a public relation officer of a company, what steps will you take in the event of a crisis in the organization? Make your own assumptions. **(10)**
- Q.5** Write Short Notes on **Any Two** of the following: **(10)**
- i) Refund and rebate
 - ii) Film based merchandising
 - iii) Objections to advertising

SECTION - II

- Q.6** You have been appointed as a marketing manager of a company which has come out with a software to keep the retired community engaged and happy. Design an advertisement using integrated marketing communication. **(10)**
- Q.7** What steps will you take to promote a new international school in your city? **(10)**
- Q.8** Choose any two appropriate media to market antiques. How will you ensure its success? Make your own assumptions. **(10)**
