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

Day : Wednesday

Time : 10:00 AM-12:00 PM

Date : 14-12-2022

**W-22815-2022**

Max. Marks : 50

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**N.B.**

- 1) Attempt any **THREE** questions from Section – I and any **TWO** questions from Section – II.
  - 2) All questions carry **EQUAL** marks.
  - 3) Answers to both sections should be written in **SAME** answer book.
  - 4) Figures to the right indicate **FULL** marks.
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**SECTION – I**

- Q.1** Discuss the pull and push strategies with reference to Integrated Marketing Communications. (10)
- Q.2** Explain in detail the different objections to advertising. (10)
- Q.3** What is Media Mix? Discuss the social media and its impact on the customers. (10)
- Q.4** Define public relation. How are public relation established through event sponsorship and publicity. (10)
- Q.5** Write short notes on any **TWO** of the following: (10)
- i) Coupons
  - ii) Ad appeal
  - iii) Film based merchandising

**SECTION - II**

- Q.6** Develop and advertisement for print media of any FMCG of your choice and do its media planning. (10)
- Q.7** What steps will you take to promote a 'Cycle Club' to improve the fitness level of the student community through effective Integrated Marketing Communication strategies? (10)
- Q.8** Assuming India is going to host the next Asian Games. Explain the different Integrated Marketing Communication tools and techniques you will use for effective branding of the event. (10)

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