

MASTER OF BUSINESS ADMINISTRATION (HUMAN RESOURCE) (CBCS - 2020  
COURSE)

M.B.A. (HR) Sem-IV : WINTER- 2022

SUBJECT : INTEGRATED MARKETING COMMUNICATIONS

Day : Wednesday

Time : 10:00 AM-12:00 PM

Date : 14-12-2022

W-22887-2022

Max. Marks : 50

**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.

**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 an 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)

\* \* \*