

Roll No.

Unit-IV

8. How marketing communication budget is prepared ? Explain the goals of sales promotion in the business market.
9. Explain in detail the concept of global marketing communication.

56061

**M.B.A. 2 Yr. 3rd Sem. (N.S.)
Batch 2011-2013**

**Examination- December, 2016
Integrated Marketing Communication**

Paper-MBA-322

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : The question paper is divided into two sections. Sections-A comprises 8 short answer type questions (carrying two marks each) which is **compulsory** and should not exceed 50 words normally. Section-B comprises 8 questions (2 from each unit). The students shall be required to attempt **four** selecting **one**

question from each unit. All questions carry equal marks.

Section-A

1. Short answer type questions :

- (a) Discuss the importance of I.M.C.
- (b) What are marketing communication objectives ?
- (c) What is the impact of advertising ?
- (d) Discuss the importance & factors affecting communication mix.
- (e) "Creativity is the essence of advertising". Comment.
- (f) What do you understand by global advertising?
- (g) Enlist the tests used for measuring advertising effectiveness.
- (h) What do you mean by advertising creativity?

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Section-B

Unit-I

2. What is marketing communication mix process? Explain the factors affecting marketing communication mix.
3. Explain in detail about the DAGMAR Model of marketing communication.

Unit-II

4. Elaborate on various methods of promotional appropriation.
5. Explain in detail about commissioning and contracting external source in communication programme.

Unit-III

6. Mention the new trends in advertising & advantages of contemporary media as compared to traditional media.
7. Explain the functions and types of advertising agencies.

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