

2017

MBA

Paper : 4.5 b

**INTEGRATED MARKETING COMMUNICATION**

Full Marks: 70

Time: 3 hours

The figures in the margin indicate full marks for the questions

**I. Answer any five: 2 marks each** 2x5 = 10

1. What are communication objectives? Give example.
2. What is scheduling? Give example.
3. What are business publications? Give example.
4. What is consumer oriented sales promotion?
5. What are field tests in advertising research?
6. What is interactive media marketing?
7. What is advertising spiral?

**II. Answer any five: 4 marks each** 4x5 = 20

1. Discuss elaborately on AIDA model.
2. Discuss the stages of advertising spiral.
3. Discuss about market analysis for developing a media plan.
4. Discuss the disadvantages of outdoor advertising.
5. Discuss any four types of trade oriented sales promotion techniques.

6. Discuss the arguments against advertiser influence and control over the media.
7. Give your opinion on public relation.

**III. Answer any five: 8 marks each**

8x5 = 40

1. Discuss the promotional budget approaches elaborately.
2. Discuss the promotional tools for IMC elaborately.
3. What are media plans? What are the budget considerations in the development of media strategy? 2 + 6
4. What are the advantages and disadvantages of television advertisement?
5. What is internet marketing? Give your opinion on internet marketing. 2 + 6
6. What are the ethical issues in advertising? What is the importance of promotion ethics? 4 + 4
7. What are the differences between broadcast media and print media? Which media among these two would you prefer and why? 5 + 3