

No. of Printed Pages : 03

Roll No.

CC-368

M.B.A. EXAMINATION, Dec. 2018

(Third and Fourth Semester)

(Old Scheme) (Re-appear Only)

MM01

INTEGRATED MARKETING
COMMUNICATION

Time : 3 Hours]

[Maximum Marks : 70

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

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

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P.T.O.

Unit I

1. Define integrated marketing communication. Why do the communication managers attach so much importance to IMC ? Choose a well-known brand and discuss how it uses IMC to give consistent messages ? **14**
2. Compare all the response hierarchy models- AIDA model, hierarchy-of-effects model, innovation-adoption model and information processing model. **14**

Unit II

3. Describe the various steps involved in developing an advertising campaign. What are the factors that an advertiser must keep in mind while designing an advertising campaign ? **14**
4. Explain the following :
 - (a) Creative Boutiques **7**
 - (b) In-house advertising agencies. **7**

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Unit III

5. What do you mean by an advertisement copy ? List the requisites for an effective ad-copy. Explain the various components of print-ad-copy in detail. **14**
6. Write short notes of the following :
 - (a) Media Scheduling **7**
 - (b) Methods of setting IMC budget. **7**

Unit IV

7. Describe the various factors that have led to companies shifting more of their marketing budgets to sales promotion. Discuss the pros and cons of marketers spending more of their IMC budget on sales promotion. **14**
8. “Advertising should be socially, ethically and legally responsible.” Comment. **14**

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