

SYBMS sem IV A.T.K.T. Exam Sept-2022
I.M.C. 21/9/22

Time: 2.5 hours

Marks: 75



Note: 1) All questions are compulsory with internal choice.

2) Figures to the right indicate marks

Q1. A) Fill in the blanks: (Any – 8)

(8 Marks)

1. _____ is defined as customer centric data driven method of communicating with customers. (IMC, Personal selling, Public relations)
2. The ultimate goal of IMC is to affect the behavior of _____. (Employee, target audience, shareholder)
3. _____ has brought media to global audience. (Communication, marketing, internet)
4. _____ advertising is a type of public relations and advertising. (Institutional, surrogate, financial)
5. _____ advertising is gaining highest popularity due to being a personal gadget of high frequency use. (Mobile, desktop, video games)
6. An effective method of connecting with customers in a relaxed and fun filled atmosphere is _____. (banners, event marketing, roadshows)
7. Direct marketing is in itself a form of _____. (advertising, sales promotion, publicity)
8. _____ are order placing machines. (Kiosk, ATM, catalogues)
9. _____ test is a common copy testing technique. (Portfolio, Recall, Sales area)
10. Companies can e-advertise on _____. (portals, blogs, search engines)

Q1. B) State whether True or False: (Any – 7)

(7 Marks)

1. Facebook is one of the most used social platforms in the world.
2. DAGMAR is a model of sales process.
3. Advertising is a medium of mass communication.
4. Billboards are long banners slogans tied to a low-flying plane.
5. Magazines are periodical publications.
6. Advertising is asking actual sales.
7. Advertorials lets you bypass the media and goes straight to your customers.
8. Morals are beliefs or principles that individuals hold concerning what is right and what is wrong.
9. Radio is a vehicle through which advertisers can reach children easily.
10. Marketing professionals should select media that are appropriate as well as create that will not offend.

- Q2. A) Define IMC. Explain the features and evolution of IMC. (8 Marks)
B) Distinguish between PUSH strategy and PULL strategy? (7 marks)

OR

- Q2. A) Explain the reasons and causes for growth of sales promotion. (8 Marks)
B) Define advertising. Explain the features of advertising. (7 Marks)
- Q3. A) Explain in detail the objectives of direct marketing. (8 Marks)
B) What are the different types of publicity tools? (7 Marks)

OR

- Q3. A) List out various tools of PR. (8 Marks)
B) Explain the role of advertising in IMC. (7 Marks)
- Q4. A) Explain in brief evaluation process of IMC. (8 Marks)
B) List out the techniques of trade promotion. (7 Marks)

OR

- Q4. A) Explain in brief role and importance of internet in IMC. (8 Marks)
B) Describe in brief behavioural response. (7 Marks)
- Q5. A) Explain in brief public relation and sales promotion through internet banner. (8 Marks)
B) Explain in brief approaches used by organization for test marketing. (7 Marks)

OR

- Q5. Short Notes: (Any-3) (15 Marks)
- a) Cause sponsorship
 - b) Tele-Marketing
 - c) DAGMAR
 - d) Misleading Claims
 - e) Surrogate Advertising