

SYBMS sem IV Reg Exam April-2023

Malini Kishor Sanghvi College of Commerce and Economics

Subject: Integrated Marketing Communication

Class: SYBMS

Sem: IV

Time: 2.5 hours

05/4/23

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 possible only by establishing personal communication contact with customers via telephone, emails, booklets and letters.
2. \_\_\_\_\_ is the practice of managing the spread of information between an organization and the public.
3. Decoding is the process that involves the \_\_\_\_\_.
4. An effective method of connecting with customers in a relaxed and fun-filled atmosphere is \_\_\_\_\_.
5. \_\_\_\_\_ strategy is called a pressure strategy.
6. A \_\_\_\_\_ may be an individual or a firm having something to advertise.
7. \_\_\_\_\_ are advertisements in the form of news and reviews or articles.
8. \_\_\_\_\_ is not an external media tool for public relations.
9. \_\_\_\_\_ are moral principles and values that govern the actions and decisions of an individual or group.
10. \_\_\_\_\_ exist when a firm makes an exaggerated statement about its goods or services.

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. Direct marketing plays a minor role in the IMC program.
3. All messages under IMC are consistent and have a clear voice.
4. Transit advertising is a form of out of home advertising.
5. Radio is a vehicle to which advertisers can reach children easily.
6. Advertising is a medium of mass communication.
7. Advertising results in actual sales.
8. Advertorials lets you bypass the media and goes straight to your customers.
9. Marketing professionals should select media that are appropriate as well as create as that will not offend.
10. Magazines are periodical publications.

Q2. Discuss in detail the promotional tools for IMC and IMC planning process. (15 Marks)

OR

Q2. A) Discuss the features of IMC. (8 Marks)

B) Explain the reasons for growth of IMC. (7 Marks)

Q3. Define Advertising. Discuss the emerging media options. (15 Marks)

OR

Q3. C) Explain the common types of trade promotion tools. (8 Marks)

D) Discuss the features of advertising. (7 marks)

Q4. Define Direct marketing. Discuss in detail the tools of direct marketing in IMC. (15 Marks)

OR

Q4. A) Discuss the benefits of direct marketing to the sellers. (8 Marks)

B) Explain the importance of personal selling. (7 Marks)

Q5. A) Discuss the advertising on the internet. (8 Marks)

B) Explain the future trends in IMC. (7 Marks)

OR

Q5. Short Notes: (Any-3) (15 Marks)

- a) Problems with communication objectives
- b) Special purpose advertising
- c) Role of Direct Marketing in IMC
- d) Methods of Online sales promotion
- e) Ethical marketing communication