

03/5/19.



Duration: 2½ Hours

Total Marks: 75

Instruction to students:

- Write your answer in detail with suitable points.
- Please support your answers with examples.
- Kindly maintain neatness and continuity.
- Figures to the right indicate full marks.

Q1.A Attempt any eight from the following:

(8 Marks)

1) The promotional mix is the combination of different promotional channels that is used to _____ a promotional message.

(a) Target (b) Communicate (c) Advertising

2) The _____ analysis can provide insight into both internal & external conditions that can lead to more effective marketing communication.

(a) sales (b) SWOT (c) BCG

3) The _____ has brought media to a global audience

(a) SMS (b) Search engine (c) Internet

4) _____ are an excellent & risk free way to induce trial.

(a) Samples (b) C2B (c) C2C

5) Trade show are one of the most common type of sales promotion in _____ market.

(a) B2B (b) C2B (c) C2C

6) _____ advertising is all advertising by the stores that sell goods directly to consumer public.

(a) Wholesale (b) Online (c) Retail

7) _____ word of mouth publicity tends to increase the publicity of the organization.

(a) Positive (b) Negative (c) Diverse

8) A _____ test could also be done to check the effectiveness of the ad campaign.

(a) Memory (b) High Risk (c) Offensive

9) The boundaries between _____ psychiatry & neuroscience have become quite blurred.

(a) Psychology (b) Receptive (c) Ethical



10) _____ test market is widely used for major product testing.

- (a) Loyalty (b) Inverse (c) Standard

Q1B.) Match the column. Attempt any 7 out of 10

(7 marks)

	A		B
1	AIDA	a	Society benefit
2	DAGMAR	b	Applied science
3	Publicity	c	Non-profit Event
4	PULL Strategy	d	Eye Tracking
5	Contest	e	Arousing Interest
6	Corporate Sponsorship	f	Promotion
7	Cause Sponsorship	g	Number of clicks
8	Human mind	h	Attention
9	Innovative technique	i	Advertising goals
10	Online Evaluation	j	Editorial

Q2) Answer any one out of two:

(15 Marks)

- a) Define IMC. Explain in brief features & evolution of IMC.
 b) Explain in brief reasons for the growth & importance of IMC?
 OR
 c) Define advertising. Explain in brief features of advertising.
 d) Distinguish between PUSH Strategy & PULL Strategy.

(7 Marks)

(8 Marks)

(7 Marks)

(8 Marks)

Q3) Answer any one out of two:

(15 Marks)

- a) List out various tools for PR.
 b) Define sales promotion. Explain in detail the role of sales promotion and reasons for its growth.

(7 Marks)

(8 Marks)

OR

- c) Explain in details objectives of Direct Marketing.
 d) Explain in details steps in the sales process.

(7 Marks)

(8 Marks)

Q4) Answer any one out of two:

(15 Marks)

- a) Explain Advertising tracking research.
 b) Describe in brief behavioural response.
 OR
 c) Define Internet. Explain in brief Advertising on Internet.
 d) Explain in brief evaluation process of IMC.

(7 Marks)

(8 Marks)

(7 Marks)

(8 Marks)



Paper / Subject Code: 78514 / Group B:Marketing :Integrated Marketing Communication

Q5) A Write Short Notes on any Three

(15 Marks)

- a) DAGMAR
- b) Surrogate Advertising
- c) Crisis Management
- d) Cause Sponsorship
- e) Offensive Brand Messages

OR

Q5)B) a) Explain in brief Public Relation & Sales Promotion through Internet Banner. (8 Marks)

b) Explain in detail approaches used by organization for test marketing. (7 Marks)
