



AAI-010-003403 **Seat No. _____**

M. B. A. (Sem. IV) (CBCS) Examination

March / April - 2016

ECT-10404 : Integrated Marketing Communication

Faculty Code : 010
Subject Code : 003403

Time : $2\frac{1}{2}$ Hours] **[Total Marks : 70]**

Instruction : All Questions Carry Equal Marks

1 Give short answers : (any **seven**)

- (1) Direct Marketing
- (2) Brand Equity
- (3) Promotion Mix
- (4) Customer loyalty
- (5) Brand positioning
- (6) Advertising agency
- (7) Selective retention
- (8) Transit advertising
- (9) Category Development Index

2 (a) Explain how Social media can be helpful in building customer relationship.

(b) Explain the advantages and limitations of online advertising.

OR

2 (a) Discuss advantages and disadvantages of Broadcast Media.

(b) Differentiate between trade oriented and consumer oriented sales promotion techniques.

3 Explain the Social and Economic significance of Advertising in detail.

OR

3 Discuss various techniques used to evaluate Advertising Effectiveness.

4 (a) Explain media planning and scheduling.
(b) Explain DAGMAR. Discuss DAGMAR approaches.

OR

4 (a) Explain creativity in Advertising with any example.
(b) Write a short note on presetting of finished ads.

5 Take an example of Brand leader in any Industry and explain how Integrated Marketing Communication can be used for Brand building process.
