



**MAY-161100020404** Seat No. \_\_\_\_\_

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

**March / April – 2018**

**ECT : Integrated Marketing Communication**

Time : **3** Hours]

[Total Marks : **70**

**Instructions :**

All questions carry equal marks.

- 1 Write about different types of advertisement agencies. Discuss the criteria for selection and evaluation of ad agencies.

**OR**

- 1 Explain various pretesting and post testing methods for measuring advertising effectiveness.
- 2 A. Write about the importance of creativity in advertising.  
B. Explain media planning and scheduling.

**OR**

- 2 A. Explain DAGMAR approach.  
B. What are the advantages and disadvantages of Direct Marketing ?
- 3 Explain how Integrated Marketing Communication can be used for Brand building process in Education sector.

**OR**

- 3 What are the ethical issues in advertising ? Explain with examples.

- 4 A. Explain different components of advertising copy.
- B. Discuss advantages and disadvantages of Print Media.

**OR**

- 4 A. Differentiate public relations and publicity.
  - B. Discuss consumer oriented sales promotion techniques.
- 5 If you are to organize a 'Management event' in your college, which are the mediums of promotions would you prefer and why ?

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