

Roll No. ....

**56061**

**MBA 2 Year 3rd Semester (Old)**

**Batch 2011-13**

**Examination – December, 2018**

**INTEGRATED MARKETING COMMUNICATION**

**Paper : MBA-322**

*Time : Three Hours ]*

*[ Maximum Marks : 80*

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*

*Note : Attempt **compulsory** question No. 1 from Section – A and **four** questions from Section – B (**one** question from each unit). All questions carry equal marks.*

**SECTION – A**

1. (a) What is the primary advantage of personal selling ?

- (b) What are the major advantages and disadvantages of television advertising ?
- (c) Why segmentation is necessitated ?
- (d) Define reach and frequency. How do they differ ?
- (e) What is a marketing communication mix ?
- (f) What are elements of promotional mix ?
- (g) Give *two* reasons why good public relations are necessary.
- (h) What is copy writing ?

**SECTION – B**

**UNIT – I**

- 2. Explain the reasons for growth and importance of integrated marketing communications. How does it differ from traditional advertising and promotion ?
- 3. What is DAGMAR ? Explain how marketers might use DAGMAR in establishing objectives. What are some of the problems connected with the use of DAGMAR ?

**UNIT – II**

- 4. Explain the factors governing basic promotional strategy.

- 5. Distinguish between demographics and psychographics, and explain the role of each in segmentation. Explain how a company can develop segmentation strategies based on knowledge of relationship factors.

**UNIT – III**

- 6. Discuss the merits and demerits of using an in-house advertising agency. What are the functions performed by advertising agency ?
- 7. What important factors should be considered in market analysis in developing a media plan ?

**UNIT – IV**

- 8. Explain the term Public Relations and describe the advantages and process of maintaining Public Relations in marketing.
- 9. Discuss the methods used by marketers to execute their public relation programs.