

3M3115

Roll No. _____

Total No of Pages: 2

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M. B. A. III Sem. (Main/Back) Exam., Jan. 2016

M-320 Integrated Marketing Communication

(Major-II)

Time: 3 Hours

Maximum Marks: 70

Min. Passing Marks: 28

Instructions to Candidates:

- (i) The question paper is divided in two sections.
- (ii) There are sections A & B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions.
Section B contains short case study / application based question which is compulsory.
- (iii) All questions carry equal marks.

1. NIL

2. NIL

SECTION-A

- Q.1 Discuss the factors affecting Marketing Communication Mix. Also explain how is Advertising integrated with them [8+6=14]
- Q.2 Explain different types of Advertising. What is the importance of Advertising objectives? [10+4=14]
- Q.3 What are the different types of Advertising Agencies? Discuss the criteria for selection and evaluation of Ad agencies. [7+7=14]
- Q.4 (a) Explain the various steps involved in creative process
(b) Discuss the advantages and disadvantages of various Media. [7+7=14]
- Q.5 (a) What are event? Discuss the factors for Pricing of an event.
(b) Define direct Marketing. [10+4=14]

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Q.6 Discuss the various methods of measurement of effectiveness of Advertisement. [14]

SECTION-B

Q.7 Prepare an outline for formulation & execution of advertising campaign for an Industrial Product. Take any hypothetical example for illustration. [14]

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SECTION-A

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Q.3 What are the different types of Advertising Agencies? Discuss the criteria for selection and evaluation of Ad agencies. [7+7=14]

Q.4 (a) Explain the various steps involved in creative process. [7+7=14]
(b) Discuss the advantages and disadvantages of various Media.

Q.5 (a) What are over? Discuss the factors for pricing of an over. [10+4=14]
(b) Define direct Marketing.