

3M3015

Roll No. _____

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3M3015
M. B. A. III Sem. (Main) Exam., Jan. 2016
Marketing
M-320 Integrated Marketing Communication

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 Define IMC. Discuss the role of IMC in marketing process. Discuss the models of consumer responses in brief. [4+5+5=14]
- Q.2 Discuss in detail the advertising plan for a 3-G Mobile phone. [14]
- Q.3 Discuss the different methods of advertising appropriation. What is the major criteria of selecting any ad agency? [7+7=14]
- Q.4 Define sales promotion. Discuss different consumer- oriented and trade- oriented sales promotion tools. [4+5+5=14]

Q.5 Write short notes on the following: (Any two)

- (a) DAGMAR
- (b) Copy Strategy
- (c) Appeals and Execution Styles
- (d) Public Relations Vs. Interactive Marketing

[7+7=14]

Q.6 Discuss different methods of measuring effectiveness of a promotional program of a luxury car which has been recently launched. [14]

SECTION-B

Q.7 Design a media plan of advertising campaign of a woolen wear brand dealing in both male and female clothing. Elucidate the major media strategies in detail. [7+7=14]