

## IMC 03

### Integrated Marketing Communications

Roll No.

Total No. of Printed Pages: 2

Total No. of Questions: 7

Maximum Marks: 60

Duration (hrs.) : 3 Hours

Note: Q.1. is of 20 marks and is compulsory. Attempt any four out of remaining six questions. All questions from Q.2. to Q.7. carry 10 marks each.

Q.1.

(A) Explain the following Media Planning terminologies: (10 marks)

- I. Reach
- II. Frequency
- III. Gross rating point (GRP)
- IV. Cost per point (CPP)
- V. Gross Impression

(B) Explain the following methods of Post-campaign advertising research: (10 marks)

- I. Memory Test
- II. Persuasion Test
- III. Frame-by-frame test
- IV. In-market Test
- V. Direct response counts

Q.2. Attempt any two of the following:

- (A) New trends in Event Management.
- (B) Describe the key functions of an ad agency.
- (C) Differentiate between Advertising Research and Media Research.

Q.3. Write short notes on any two of the following:

- (A) Various types of Rational appeals in advertising with examples
- (B) Various elements of layout in Copy production
- (C) Lavidge and Steiner Model of Marketing Communication

Q.4. Prepare a print ad creative for any two of the following:

- (A) Social awareness campaign against child labour
- (B) Awareness campaign for right to vote
- (C) Awareness campaign for Wildlife Protection

Q.5. Answer any two of the following:

- (A) What is proposed under DAGMAR advertising Model?
- (B) Discuss the different types of creative appeals in advertising with examples.
- (C) Discuss the methods of pre-campaign Advertising Research.

- Q.6. Write short notes on any two of the following:
- (A) Memory Tests used in advertising Research
  - (B) Different types of emotional appeals in advertising
  - (C) Opportunities and challenges in Event Management

- Q.7. Explain any two of the following:
- (A) Mid-campaign evaluative methods used in advertising Research
  - (B) Different methods of advertising budgeting
  - (C) Media Selection and Media Scheduling

\*\*\*\*\* *All the Best* \*\*\*\*\*