

MMS-III (Mktg.)

# IMC 03

16/10/2012

Integrated Marketing Communication,

Total No. of Qs. : 8

mms (mktg)

Roll No. :

Total No. of Printed Pages : 1

**Total Marks: 60**

**Time: Three Hours**

**Note: Attempt any four questions out of Q.1 to Q.7 and Q. 8 is compulsory.**

All Questions carry equal marks.

1. Define Communication and explain the main steps involved in communication process.
2. What do you know about promotion? Explain different methods of promotion.
3. Define advertising and explain its objectives with suitable example from the market on the basis of your knowledge.
4. Explain measuring advertising effectiveness and its DAGMAR approach in detail.
5. Highlight the different methods of sales promotion for consumers of FMCG and durable products separately.
6. Carry out the comparative study of different methods of promotions in detail
7. Short notes:
  - (a) ASCI
  - (b) Trade oriented sales promotion methods
  - (c) Personal selling
  - (d) Publicity
  - (e) Media scheduling

**8. Case Study (compulsory)**

Select only one company of your choice from any sector of Indian markets out of FMCG, telecom, IT, pharmaceutical, automobile sectors or you are familiar with. On the basis of your market knowledge, critically evaluate its presence in Indian and global markets, product line, major competitors, business promotion strategies, impact of these strategies on its business, and its future plans.

EXX2