

Roll No.

56061

**M.B.A. 2 Year 3rd Semester
(N.S.) Batch 2011-13**

**Examination-December, 2015
Integrated Marketing Communication**

Paper-MBA-322

Time : 3 hours

Max. 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 the examination.

Note : The question paper is divided into two sections. Sections-A comprises 8 short answer type questions (carrying two marks each) which is **compulsory** and should not exceed 50 words normally. Section-B comprises 8 questions (2 from each unit). The students shall be required to attempt **four** selecting **one** question from each unit. All questions carry equal marks.

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(1)

[Turn Over

Section-A

1. Short answer type questions :

- (a) What do mean by celebrity endorsement?
- (b) Define 'Online marketing'.
- (c) Define media mix.
- (d) Define appeals in advertising.
- (e) How do you do media research?
- (f) What is web advertising?
- (g) What is meant by media scheduling?
- (h) What is the power of publicity?

Section-B

Unit-I

2. What is marketing communication planning process? Explain.
3. Explain in detail about the AIDAS model of marketing communication.

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Unit-II

4. What is market targeting? How selecting and evaluating of market segment is done?
5. Explain in detail about building integrated marketing communication programme.

Unit-III

6. Mention the new trends in advertising and advantages of contemporary media as compared to traditional media.
7. Explain the media planning process and promotional scheduling.

Unit-IV

8. How is publicity different from other promotional tools of marketing? Explain the goals of publicity creation in the business market.
9. What do you understand by global marketing communication? Explain.

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