

Enrollment No: _____ Exam Seat No: _____

C.U.SHAH UNIVERSITY

Summer Examination-2017

Subject Name : Integrated Marketing Communication

Subject Code : 5MS04IMC1

Branch: MBA

Semester : 4

Date : 24/04/2017

Time : 10:30 To 1:30

Marks : 70

Instructions:

- (1) Use of Programmable calculator and any other electronic instrument is prohibited.
 - (2) Instructions written on main answer book are strictly to be obeyed.
 - (3) Draw neat diagrams and figures (if necessary) at right places.
 - (4) Assume suitable data if needed.
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SECTION – I

- Q-1 Attempt the Following questions (07)**
- a. Whom would you call Clients? **02**
 - b. Define Target Market **01**
 - c. Define IMC objectives **01**
 - d. What are in-house agencies? **02**
 - e. Explain Creative Boutiques **01**
- Q-2 Attempt all questions (14)**
- (a) Write a Note on IMC Communication Tools. **07**
 - (b) State the functions of Advertising Manager. **07**
- OR**
- Q-2 Attempt all questions (14)**
- (a) Write a Note on : Promotional Mix. **07**
 - (b) Explain the approaches to position a product, service or a brand. **07**
- Q-3 Attempt all questions (14)**
- (a) Write a note on Segmentation Process using examples. **07**
 - (b) Write a note on IMC Planning Model. **07**
- OR**
- Q-3 Attempt all questions**
- (a) Differentiate between Advertising and Publicity. **07**
 - (b) Write a Note on : Marketing Mix. **07**



SECTION – II

- Q-4** **Attempt the Following questions** **(07)**
- a. Define Ad Agency. **01**
 - b. Explain the term : Frequency. **02**
 - c. State the full form of BDI. **01**
 - d. Name two media vehicle. **01**
 - e. Define Media planning. **02**
- Q-5** **Attempt all questions** **(14)**
- (a) Discuss the steps involved in Consumer Decision Making Process. **07**
 - (b) State the factors that influence sales. **07**
- OR**
- Q-5** **Attempt all questions**
- (a) Write a Note on : Agency Evaluation Process. **07**
 - (b) Explain the steps involved in Positioning Process. **07**
- Q-6** **Attempt all questions** **(14)**
- (a) Discuss the different types of Advertisements. **07**
 - (b) Explain the steps involved in Developing Media Plan. **07**
- OR**
- Q-6** **Attempt all Questions**
- (a) Explain DAGMAR approach. **07**
 - (b) Discuss the concept of Advertising Campaign with suitable example. **07**

