

C.U.SHAH UNIVERSITY

Summer Examination-2019

Subject Name : Integrated Marketing Communication

Subject Code : 5MS04IMC1

Branch: MBA

Semester : 4

Date : 26/04/2019

Time : 02.30 To 05.30

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.

SECTION – I

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|------------|--|-------------|
| Q-1 | Attempt the Following Questions | 07 |
| | a. Define Advertising | 01 |
| | b. What do you understand by segmentation | 01 |
| | c. Define Message | 01 |
| | d. Write any two characteristics of Advertising | 01 |
| | e. Define Source | 01 |
| | f. Explain the concept : Target Market | 01 |
| | g. Define Channel | 01 |
| Q-2 | Attempt all questions | (14) |
| | a. Discuss the characteristics of IMC | 07 |
| | b. Explain IMC Audience Tools | 07 |
| OR | | |
| Q-2 | Attempt all questions | (14) |
| | Explain in detail : Bases of Market Segmentation | 14 |
| Q-3 | Attempt all questions | (14) |
| | a. Discuss the communication process model | 07 |
| | b. List and Explain the types of Ad agencies | 07 |
| OR | | |
| Q-3 | Attempt all questions | (14) |
| | Discuss DAGMAR in Detail | 14 |

SECTION – II

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|------------|---|-------------|
| Q-4 | Attempt the Following questions | (07) |
| | a. Name any one company who use fear appeal in their Ad | 01 |
| | b. Write one advantage of and disadvantage of Internet | 01 |
| | c. Name any one company who use humorous appeal in their Ad | 01 |
| | d. Write one advantage of and disadvantage of Public Relation | 01 |
| | e. Define strategy | 01 |



	f. Write one advantage of and disadvantage of direct marketing	01
	g. Define media	01
Q-5	Attempt all questions	(14)
	a. Discuss the factors influencing sales	07
	b. What are the advantage and disadvantage of personal selling?	07
	Or	
Q-5	Attempt all questions	(14)
	a. Write a note on : types of sales promotion	07
	b. List and explain the types of corporate advertising	07
Q-6	Attempt all questions	(14)
	a. Discuss type of advertising appeals.	07
	b. Write a note on : media characteristics	07
	Or	
Q-6	Attempt all questions	(14)
	a. Discuss the role of direct marketing in imc	07
	b. Write the ten traits of effective sales people	07

