

P700**[4075]-310****M.B.A. (Sem. - III)****MARKETING MANAGEMENT SPECIALISATION****304 A : Integrated Marketing Communication****(2008 Pattern) (New)****Time : 3 Hours]****[Max. Marks : 70****Instructions to the candidates:**

- 1) *Attempt any 5 questions.*
- 2) *All questions carry equal marks.*
- 3) *Figures to the right indicate marks.*

Q1) Assume that you have been appointed as manager for a multinational firm entering Indian markets with its brand of "sugarfree biscuits". Design an IMC program for this firm in the capacity of marketing manager. Justify your answer appropriately. **[14]**

Q2) What do you understand by the term sales promotion? Explain various types of sales promotion used by marketers to attract the buyers. **[14]**

Q3) Explain various methods to evaluate the effectiveness of advertising. **[14]**

Q4) What is advertising management? Explain the 5 M's of advertising management. **[14]**

Q5) Define advertising copy. Explain various elements of advertising copy in detail with examples. **[14]**

Q6) Formulate an advertising strategy for any one **[14]**

- a) Save earth.
- b) Eye donation.

Q7) Write short note on (any 2) **[14]**

- a) AIDA model.
- b) Publicity.
- c) Direct Marketing.
- d) Public relations.

