

- Note:** 1. All questions are compulsory subject to internal choice.  
2. Figures to right indicate full marks.

**Q.1. Attempt any 2 questions:**

{15 M}

1. Discuss the role of IMC in Marketing
2. Define the term Communication. Explain in detail its Process
3. What are the characteristics of a good objective according to DAGMAR?

**Q.2. Attempt any 2 questions:**

{15 M}

1. Explain the term Advertising. State its Features.
2. What are the Merits and De-merits of Personal Selling?
3. Explain in detail various Types of Public Relation

**Q.3. Attempt any 2 questions:**

{15 M}

1. With one example explain the Scriptwriting for Radio Advertisement.
2. Mention and explain the functions of an Advertising Agency.
3. Elaborate the factor's influencing planning of an Advertising Campaigns

**Q.4. Attempt any 2 questions:**

{15 M}

1. What are the reasons to & not to measure the Effectiveness
2. Explain the arguments for and against measuring advertising effectiveness
3. Enumerate and explain various Methods of Budgeting

**Q.5. Case Study:**

{15 M}

The case is about Atlanta-based beverage giant Coca-Cola Company's (Coca-Cola Company) global integrated advertising campaign "Open Happiness". The campaign was launched in the first half of 2009 in markets around the world with the aim of increasing sales of sparkling beverages of the Coca-Cola Company. At a time when the weakened economy was sapping soft drink sales, the "Open Happiness" campaign invited people around the world to refresh themselves with a Coke and continue to enjoy the simple pleasures of life.

The case discuss the various campaigns launched by the Coca-Cola Company over the years and the role played by these campaigns in enhancing the brand image of Coca-Cola. The case also focuses on the "Coke Side of Life" launched in 2006 to revive sales of Coca-Cola. The "Coke Side of Life" campaign invited people to choose Coke and live positively. The objective of the campaign was to make Coke more relevant to customers by creating a multi-cultural platform in markets across the world. With the global economic recession and with consumers drifting towards non-carbonated drinks, the company was facing many difficulties. In order to boost its sales, the company decided to create a new campaign and roll it out globally.

**Questions:**

1. Discuss and debate whether the "Open Happiness" campaign would be able to achieve its objectives. {5 M}
2. Explore ways in which the company could make its "Open Happiness" campaign more effective. {5 M}
3. Analyze the "Coke Side of Life" and "Open Happiness" campaigns. {5 M}