

Duration: 2 ¹/₂Hrs

Marks:- 75

Note:-

- 1) All Questions are compulsory
- 2) Figures to the right indicate maximum marks.

Q1. A) Fill in the blanks (Any 8)**(8)****{CO1, (R) & (U)}**

- 1) The Primary role of IMC program is to _____.
(Communicate, Advertise, Convince, None of these)
- 2) _____ occurs when the receiver employs any of his/her senses in an attempt to capture message.
(Decoding, Encoding, Feedback, Communication)
- 3) A _____ may be an individual or a firm having something to advertise.
(Sponsor, Direct, Marketer, Dealer)
- 4) An effective method of connecting with customers in a relaxed and fun-filled atmosphere is _____.
(Banners, Event Marketing, Roadshows, None of the Above)
- 5) _____ are more units of the products sold at a lower price than if they were bought at the regular single unit price.
(Banded packs, Samples, Coupons, None of the Above)
- 6) _____ are order placing machines.
(Kiosk, AIM, Catalogues, None of the Above)
- 7) Personal selling is _____ to other promotional tools.
(Complementary, Supplementary)
- 8) _____ exist when a firm makes an exaggerated statement about its goods or services.
(Puffery, Stereotyping, Misleading, None of the Above)
- 9) _____ research examines ads that have been launched.
(Tracing, Marketing, Advertising, None of the Above)
- 10) _____ are a moral principles and values that govern the actions and decision of an individual or group.
(Personality, Ethics, Childhood Habits, None of the Above)

Q1. B) Match the following:- (Any 7) {CO1, R/U}**(7)**

	A		B
1)	POPAI	1)	Free of Cost
2)	Cause Sponsorship	2)	Support Media
3)	Publicity	3)	Current Customers
4)	Yellow Pages	4)	Eye Tracking
5)	Response Cards	5)	Spokes Person

6)	IMC	6)	POP
7)	Public Relations	7)	Society Benefit
8)	Innovative Technique	8)	Editorial
9)	Samples	9)	Avoid Duplications
10)	Media Relations	10)	Public Affairs

Q2. Answer any ONE set : {CO1, CO2} (15)

- a) What are the benefits of IMC? {R,U}
- b) State the elements of IMC? {R,U}

OR

- c) Explain the integrated Marketing Communication Evolution? {R,U, AN}
- d) Discuss the Communication Process? {R,U, AN}

Q3. Answer any ONE set : {CO1, CO2} (15)

- a) Explain the different types of advertising. {R,U}

OR

- b) What is Sales Promotion? Give reasons for growth of Sales Promotion. {R,U, AN}
- c) How would you evaluate the effectiveness of Sales Promotion Campaign? {R,U, AN, E}

Q4. Answer any ONE set: {CO1, CO2} (15)

- a) Explain the following tools of PR – Blogging, Newsletter and Social Media Marketing. {R, U}

OR

- b) Define sponsorship and explain the essentials of good sponsorship. {R, U, AN}
- c) Explain the different tools of Direct Marketing. {R,U}

Q5. Answer any ONE set: {CO1, CO2} (15)

- a) Short Note (Any 3):
 - 1) Questionable B2B Practices.
 - 2) Fraud.
 - 3) Internet Responses.
 - 4) Tele Marketing.
 - 5) Advertising on Internet.

OR

- b) (i) Explain the three broad categories of evaluation tools that can be used to evaluate the IMC system. {R, U, AN, E}
- (ii) State and explain the current trends in IMC? {R, U}