

S.S.T College of Arts and Commerce

Ulhasnagar-4

Internal Examination - March 2022

Class: SYBMS (II)

SUB: IMC

Duration: 40 Minutes

Marks: 20

Q.1. A Choose the correct alternative:

(5 M)

- The ultimate goal of IMC is to affect the behaviour of _____
a. Target b. Audience c. Shareholder d. Employee
- Decoding is a process which involves _____
a. Sender b. Receiver c. Outsider d. Communication
- The _____ carry essential information of the products sold by the company.
a. Catalogues b. Dealers kit c. Price list d. None of the above
- _____ strategy is called a pressure strategy.
a. Push b. Pull c. Promotion d. Direct Marketing
- Sales Promotion consists of all the _____ offered to consumers and channel members to encourage product purchase.
a. Incentives b. Brokerage c. Commission d. Samples

Q. 1 B. Define the following terms:

(5 M)

- Long-tail Keywords
- Green advertising
- Carryover Effects
- Public Relations
- Brand Goodwill

Q.2 Answer the following questions in detail.

(Any 2)

(10 M)

- Explain the various promotional tools used in IMC. Support your answer with suitable examples.
- Explain the various types of media used for advertising.
- State and explain the barriers in implementing IMC program.