Marketly STBMS 814124

DURATION: -3 hrs 64M108424 Note: -(1) All questions are compulsory. (2) Figures to the right indicate full marks (3) Answer to each question must being on a new page Q.1)A) Fill in the following blanks (Any 8)		Scelt-No.	
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8) An effective method of connecting with customers in a relaxed & fun-filled atmosphere is			
& fun-filled atmosphere is(Banners, Event marketing, Roadshows)	0)		
(Banners, Event marketing, Roadshows)	8)	An effective method of connecting with customers in a relaxed	0
(Banners, Event marketing, Roadshows)			50
9)	0)	(Banners, Event marketing, Roadshows)	
in AIDA model if A-Attention, I-Interest, D-Desire then what	9)	In AIDA model if A-Attention, I-Interest, D-Desire then what	
does A-stands for .		does A-stands for .	
((Awareness, Action, Activity)		((Awareness, Action, Activity)	
It can be an option & it is form of dyadic (Dual)	10)	It can be an option & it is form of dyadic (Dual)	
communication		communication	
(Expensive, Cheap, Free)		(Expensive, Cheap, Free)	
Q.1)B) State whether the following statements are true or false (Any7) 7M	9	State whether the following statements are true or false (Any7)	7M
racebook is one of the most used social platforms in the world		racebook is one of the most used social platforms in the world	
All messages under integrated marketing communication are	2)	All messages under integrated marketing communication are	
consistent & have a clear voice	7(4)	consistent & have a clear voice	
Magazines are periodic publications	3)	Magazines are periodic publications	
4) Transit advertising is a form of out of home advertising	4)	Transit advertising is a form of out of home advertising	
Advertising results in actual sale	5)	Advertising results in actual sale	

6)	Sample refers to non-personal communication			
7)	Marketing professionals should select media that are			
	appropriate as well as create as that will not offend			
8)	The most common form of advertising on the web is youTube		4	
9)	Advertisers direct their message to a selected group called as			
	target audience		-	
10)	The major disadvantage of newspaper is its quality of printing,			
	the colour or the effects.			
Q.2)A)	Define IMC & also explain its features CO1,20	J-R	8M	
b)	State the main elements of IMC CO1,2, U	J,R	7 M	
	OR			
c)	What are the benefits of IMC?	,R	8M	
d)	Discuss the communication process CO1,2, U		7 M	
Q.3)A)	Explain different types of advertising CO1,2,3 U	J,R	8M	
b)	Explain the different tools of direct marketing co1,2,3,1	J.R	7M	
c)	What do you mean by Public Relations? Explain role of public relation		8M	
	in IMC CO1,2,3,4, U,R			
d)	What are the different types of public relation tools? CO1,2,3,4, U,R	LE.	7M	
Q.4)A)	Explain in detailed steps in the sales process CO1,2,3 t		8M	
b)	What is the role played by direct marketing in IMC? CO1,2,3, U	,R	7M	
c)	What are different types of publicity tools? CO1,2,3,1	I D	8M	
d)	Explain tools for PR CO1,23,1		7M	
Q.7)	Write a short note (Any 3) CO1,2,3,4, U		15M	
1)	Tele marketing	, 1		
2)	Essentials of good sponsorship			
3)	Trade promotion tools			
4)	Event sponsorship			
5)	DAGMAR MODEL			