

DURATION: - 3 hrs

64M108424

MARKS:- 75

Note: - (1) All questions are compulsory.

(2) Figures to the right indicate full marks

(3) Answer to each question must be on a new page

**Q.1A) Fill in the following blanks (Any 8)**

CO1,CO2,CO3,CO4-U,R 8M

- 1) \_\_\_\_\_ test is common copy testing technique  
(Portfolio, Recall, Sales Area)
- 2) \_\_\_\_\_ are moral principles & values that govern the actions & decisions of an individual or a group  
(Personality, Childhood habits, Ethics)
- 3) Direct marketing is in itself a form of \_\_\_\_\_  
(Advertising, Sales promotion, Publicity)
- 4) \_\_\_\_\_ advertising is also called corporate or image building advertising  
(Institutional, Advocacy, Public service)
- 5) \_\_\_\_\_ creates a short-term increase in sales by motivating trial use & encouraging larger purchases  
(Sampling, Sales promotion, Marketing mix)
- 6) \_\_\_\_\_ marketing is an effective way to connect with customers in an environment where they are comfortable with receiving a promotional message  
(Event, Campaign, Trade)
- 7) \_\_\_\_\_ marketing is an effective way to connect with customers in an environment  
(Event, Campaign, Trade)
- 8) An effective method of connecting with customers in a relaxed & fun-filled atmosphere is \_\_\_\_\_  
(Banners, Event marketing, Roadshows)
- 9) In AIDA model if A-Attention, I-Interest, D-Desire then what does A-stands for \_\_\_\_\_  
(Awareness, Action, Activity)
- 10) It can be an \_\_\_\_\_ option & it is form of dyadic (Dual) communication  
(Expensive, Cheap, Free)

**Q.1B) State whether the following statements are true or false (Any7)**

CO1,CO2,CO3,CO4-U,R A&E

7M

- 1) Facebook is one of the most used social platforms in the world
- 2) All messages under integrated marketing communication are consistent & have a clear voice
- 3) Magazines are periodic publications
- 4) Transit advertising is a form of out of home advertising
- 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
- 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 CO1,2U-R 8M
- b) State the main elements of IMC CO1,2, U,R 7M
- OR
- c) What are the benefits of IMC? CO1,2,3, U,R 8M
- d) Discuss the communication process CO1,2, U,R 7M
- Q.3)A) Explain different types of advertising CO1,2,3 U,R 8M
- b) Explain the different tools of direct marketing CO1,2,3, U,R 7M
- c) What do you mean by Public Relations? Explain role of public relation in IMC 8M
- CO1,2,3,4, U,R,E
- d) What are the different types of public relation tools? 7M
- CO1,2,3,4, U,R,E
- Q.4)A) Explain in detailed steps in the sales process 8M
- CO1,2,3 U,R
- b) What is the role played by direct marketing in IMC? 7M
- CO1,2,3, U,R
- OR
- c) What are different types of publicity tools? 8M
- CO1,2,3, U,R
- d) Explain tools for PR 7M
- CO1,2,3, U,R
- Q.7) **Write a short note (Any 3)** 15M
- CO1,2,3,4, U,R
- 1) Tele marketing
  - 2) Essentials of good sponsorship
  - 3) Trade promotion tools
  - 4) Event sponsorship
  - 5) DAGMAR MODEL

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