

Time:2 ½ hours

Total Marks: 75

Instruction to students:

1. Write your answer in detail with suitable points.
2. Please support your answers with examples.
3. Kindly maintain neatness and continuity.
4. Figures to the right indicate full marks.

Q1. A. Attempt any eight from the following: (8)

- 1) Awareness-Comprehension-Conviction-Action are the steps for _____
a)DAGMAR b)Direct marketing c)AIDA Model
- 2) _____ indicates exaggerated claim or statement made by a company regarding its product or service.
a) Stereotyping b) Puffery c) Misleading
- 3) _____ are excellent, risk-free ways to induce product trial.
a) Coupons b) Promotions c) Samples
- 4) _____ programs are also called as Continuity or Frequency Programs.
a) Loyalty b) Identity c) Public Relations
- 5) _____ creates a short term increase in sales by motivating trial use and encouraging larger purchases.
a) sales promotion b) marketing mix c) sampling
- 6) _____ advertising can help the company attract funds if they are planning to grow business or make a major investment.
a) Financial b) Public c) political

- 7) Most stereotypes tend to convey a _____ impression.
- a) Negative b) positive c) inappropriate
- 8) _____ is a process of exchanging information, thoughts, ideas.
- a) Letters b) Communication c) Recorded conversations
- 9) _____ has brought media to a global audience.
- a) Communication b) Marketing c) Internet
- 10) _____ Advertising is gaining highest popularity due to being a
Personal gadget of high frequency use.
- a) Internet b) Laptop c) Mobile

Q1 B. State whether the following statement are True or False.

Attempt any 7

(7)

- 1) Public Relation is applicable only to Public Sector institutions.
- 2) The primary role of IMC is to communicate
- 3) Trade Fairs and exhibitions attract large crowd of diversified buyers in a common area.
- 4) Bait advertising takes place when a product is available in bulk.
- 5) Publicity refers to non-personal communication
- 6) DAGMAR is a model of sales process.
- 7) Personal selling is the first area of marketing communication that adopted an integrated marketing approach.
- 8) Billboards are long banners tied to a low-flying plane.
- 9) When institutional advertising is presented in an aggressive manner it is known Advocacy advertising.
- 10) Radio is a vehicle through which advertisers can reach children easily.

Q2. Answer any one out of two:

(15)

Q2.a) Define Integrated Marketing Communication and explain its features

(8)

Q2.b) Explain different promotional tools for IMC

(7)

OR

Q2.c) Explain in detail the alternate response hierarchy model.

(7)

Q2.d) what are the deficiencies or limitations in setting of communication objectives.

(8)

Q3.a) Explain in detail the role of Direct Marketing in IMC as well as its benefit and contribution.

(7)

Q3.b) PR as a tool has been very effective in IMC. Define the concept of Public Relations and explain the different tools used for PR.

(8)

OR

Q3.c) What are the different types of publicity tools?

(8)

Q3.d) Explain in detail the tools of Direct Mail Catalogues.

(7)

Q4a.) List out the techniques of trade promotion.

(7)

Q4b.) Explain the following tools of PR: Blogging, Newsletter, Social Media Marketing.

(8)

OR

Q4.c) Explain in brief the methods of message evaluation in IMC

(8)

Q4.d) Write in detail about the future trends in IMC

(7)

Q5.a) Outline a promotional campaign for the product of launching a “SALT” with an idea to encourage Love, Respect and Integration for the nation. As we all know that salt is the basic requirement of one’s day-to-day life, with the help of this product create an ad campaign with social message for a country people and suggest with the best possible use of media selection to attract the consumers. Suggest methods of improving awareness about the product with the help of online media resources and social media initiatives. (15 marks)

Question:

- 1) Analyse the case in your own word. (7 Marks)
- 2) Suggest the tips for promotional campaign with an example. (8Marks)

OR

Q5b.) Short Notes. Attempt any 3/5 (15 Marks)

- 1) Purchase Simulation Test
- 2) Essentials of good sponsorship
- 3) QR Codes
- 4) Event sponsorship
- 5) Innovation Adoption Model
