

Sr. No. of Question Paper: 7585

Unique Paper Code: 1011301

INTEGRATED MARKETING COMMUNICATIONS

B.A. (Hons.) Journalism & Mass Communication

Semester: III

Duration: 3 Hours

Maximum Marks: 75

F-7

Attempt all five questions. All questions carry equal marks.

1. Write short notes on any **THREE** of the following:

- a) Media mix
- b) Print ad format
- c) Advertising agencies
- d) Public Service/ Social advertisement in radio
- e) Corporate advertising
- f) Interactive marketing

(5x3 = 15)

2. Critically analyze the role of advertising in the economy. Do you agree that advertising is the handmaid of marketing?.

Or

Discuss the barriers to integration at various stages of integrated marketing communication.

(15)

3. What are different types of Trade-oriented Sales promotion and Consumer-oriented Sales promotion?

Or

Discuss the advantages and disadvantages of various media for advertising.

(15)

4. What are brand image and brand management? Explain the concept of Branding giving suitable examples.

Or

What are the ways in which markets can be segmented? How does segmentation help in target marketing.

(15)

5. What is copy testing? Explain pre-testing and post-testing techniques used for copy testing.

(15)

Or

Discuss the importance of consumer research in marketing. Explain any two models of consumer behavior.

(15)