

MBA.VI/04.18.0209

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**MBA (PT) DEGREE VI SEMESTER EXAMINATION APRIL 2018**  
**SMP 2606 INTEGRATED MARKETING COMMUNICATION**

Time: 3 Hours

Maximum Marks: 50

**PART A**  
(Answer *ALL* questions)

(5 × 2 = 10)

Write short notes on the following:

1. DAGMAR.
2. Thumbnail in print ads.
3. In house advertising agencies.
4. Transit advertising.
5. Online advertising.

**PART B**  
(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. Discuss the buying decision process with respect to furniture.
7. How do you budget for the marketing communication?
8. Explain the use of appeals in advertising.
9. What is media plan? How would you prepare the same?
10. Explain the sales promotion strategies aimed at sales force.
11. What is word of mouth communication? Explain.
12. Do you think online PR will work? Justify.

**PART C**  
(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Prepare script writing for advertising a brand of textile material through radio and TV.
14. Explain the conflicts that occur between client and agency. Explain how it can be overcome.
15. What are the new trends in IMC? Explain its relevance and scope.

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