

**EXECUTIVE MASTER OF BUSINESS
ADMINISTRATION (EXMBA)**

**Term-End Examination
December, 2012**

**MCTE-077 : INTEGRATED MARKETING
COMMUNICATION**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

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1. How will you select an advertising agency for participation by your company in an International Trade Fair proposed to be held in UK London. Your company is engaged in manufacturing and Marketing House hold appliances. 20

 2. Define and explain the concept of Integrated Marketing Communication. Discuss how it brings advantages to an enterprise ? Give examples. 20

 3. What is personal selling ? Discuss advantages and disadvantages of personal selling with the help of examples. 20

 4. Write short notes on the following : 2x10=20
 - (a) Event Management
 - (b) Advertising Budget

5. What is meant by Broadcasting Media ? Explain. 20
Discuss the advantages and disadvantages of different Broadcasting Media.
6. Differentiate between the following : 2x10=20
(a) Recognition test and Recall test
(b) Advertising and Publicity
7. What do you mean by TRP ? Explain various 20
methods of measuring TRP with examples.
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