

00813

**MASTER OF BUSINESS ADMINISTRATION  
(MBACN)**

**Term-End Examination**

**December, 2012**

**MCNE-001 : INTEGRATED MARKETING  
COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any five questions. All questions carry equal marks.*

1. Define and explain the concept of IMC. Discuss how IMC brings advantages to an enterprises. Give suitable examples. 20
  
2. What is Personal selling ? Discuss advantages and disadvantages of personal selling with the help of examples. 8+12=20
  
3. What is advertising Budget ? Elaborate various methods of appropriation for advertising Budget. 10+10=20
  
4. Write short notes on the following : 4x5=20
  - (a) AIDA
  - (b) Data-Driven communication
  - (c) PR
  - (d) Customer service

5. What do you mean by TRP ? What are the methods of Measuring TRPs ? Take a TV programme of your choice and make suggestions to improve the TRP of that programme. **5+10+5=20**
6. (a) "Measuring the effectiveness of the promotional programme is critical element in the promotional planning process."  
Discuss. **10+10=20**
- (b) Differentiate between Promotion and IMC.
7. Take a brand of your choice and conduct a situation analysis. **20**
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