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MBACN

Term-End Examination

June, 2012

**MCNE-001 : INTEGRATED MARKETING
COMMUNICATION**

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the role played by different departments in an Advertising Agency. Also enlist various services offered by an advertising agency. **20**

2. Define sales promotion. Explain various sales promotion schemes used by : **20**
 - (a) Mobile service providers
 - (b) Airline industries
 - (c) Food joints

3. What is 'PR' ? Explain its significance in the modern era. Also enlist various tools of PR used by companies. **3+7+10**

4. Write short notes on the following : **5x4=20**
 - (a) Message execution
 - (b) Media planning
 - (c) e-Commerce Media
 - (d) Brand Publicity

5. What is Integrated marketing communications ?
Explain the role of direct marketing in integrated
marketing communication. **10+10**
6. What is meant by Broadcasting Media ? Briefly
discuss advantages and limitations of different
Broadcasting Media. **10+10**
7. Develop an IMC strategy (Target Market and
Promotional Mix) for the following products : **5x4=20**
- (a) Telecom service provider
 - (b) Women magazine
 - (c) Film of your choice
 - (d) Home appliances
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