

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

Term-End Examination

June, 2013

**MCTE-077 : INTEGRATED MARKETING
COMMUNICATION**

Time : 3 hours

Maximum Marks : 100

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

1. What do you mean by advertising Budget ? 20
Discuss various methods of allocating advertising Budget.
2. Discuss the challenges of International 20
advertising. Why is the detailed study of
international environment conducted ? Give
suitable example in support of your answer.
3. Write short notes on the following : 2x10=20
(a) TRP
(b) DAGMAR Model for selling advertising
goals.
4. What is sales promotion ? Explain in detail
different types of consumer oriented sales
promotion with suitable example. 8+12

5. Effective communication is the essence of promotion. Discuss . Also write the difference between 'push policy' and 'pull policy' of promotion. 20
 6. What is PR ? What is its significance in todays era of competition ? Also enlist various tools of PR used by companies. 20
 7. What is copy testing ? Explain pre-testing and post-testing techniques used for copy testing. 20
-