

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

Term-End Examination

December, 2013

**MCTE-077 : INTEGRATED MARKETING
COMMUNICATION**

Time : 3 hours

Maximum Marks : 100

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

1. What do you mean by sales promotion ? Explain 20
various sales promotion used by _____.
(a) Airline Industries
(b) Retail businesses

2. (a) Are Newspapers an effective print media 20
tool ? Justify. Give its advantages and
limitations.
(b) Describe various teams within the
Advertising Agency. 10+10=20

3. Discuss the DAGMAR approach as an advertising 20
planning tool. State its advantages and
limitations.

4. Explain the importance of Media Brief. What will 20
be a Media Brief for a textile Industry ?

5. Comment upon the following : **10+10=20**
(a) State and Dynamic information on websites.
(b) Effectiveness of promotion mix.
6. "Effective communication is the essence of promotion". Giving suitable example. **20**
7. What is meant by Broadcasting Media. Discuss its advantages and disadvantages. **20**
8. Write short notes on **any two** of the following :
(a) Event management **10+10=20**
(b) Direct marketing
(c) Media planning
(d) Public relations
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