

**MASTER OF BUSINESS ADMINISTRATION
(MBACN)**

Term-End Examination

December, 2013

**MCNE-001 : INTEGRATED MARKETING
COMMUNICATION**

Time : 3 hours

Maximum Marks : 100

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

1. What is personal selling ? Discuss advantages and disadvantages of personal selling with the help of examples. 20
2. What is advertising Budget ? How it is prepared ? Discuss it with reference to a retail organisation. 20
3. Discuss in detail different types of consumer oriented and trade oriented sales promotion with suitable example. 20
4. Describe the importance of 'PR' in modern era. What are the various tools used by companies ? 20
5. (a) What are events ? Discuss in detail various key elements of events. 10, 10
(b) Discuss issues related to measurement of advertising effectiveness.

6. Discuss the tactical consideration in creating print Ads and TV commercials. Explain with suitable example. Why do companies switch their Ad Agency ? 20
7. Discuss the role IMC plays in relationship marketing. How might the mass communication of advertising and other forms of marketing communication be possible ? 20
8. Write short notes on **any four** of the following : 4x5=20
- (a) Media Mix
 - (b) E - Commerce media
 - (c) Customer service
 - (d) Brand communication process
 - (e) Direct marketing
-