

**MASTER OF BUSINESS ADMINISTRATION
(MBACN)**

**Term-End Examination
June, 2013**

00260

**MCNE-001 : INTEGRATED MARKETING
COMMUNICATION**

Time : 3 hours

Maximum Marks : 100

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

1. Discuss sales promotion as a method of communication and the reasons for its rapid growth in India. 20

2. (a) What is the significance of Promotion Mix ? 10, 10
(b) Explain the role of public relations in marketing.

3. "Effective communication is the essence of promotion". Discuss. Write down the difference between push policy and pull policy of promotion. 20

4. Explain in detail the social, legal and ethical issues in Integrated Marketing Communication. 20

5. Write short notes on *any four* of the following : 4x5=20
- (a) Direct Marketing
 - (b) Personal selling
 - (c) Data - driven communication
 - (d) Brand publicity
 - (e) Media mix
6. How will you select an advertising agency for participation by your company in an International Trade fair proposed to be held in UK London ? Your company is engaged in manufacturing and Marketing House - hold Appliances. Discuss various factors to be considered for your decision. 20
7. Define and explain concept of IMC. Discuss how IMC brings advantages to an enterprise ? Give examples. 20
8. Discuss in detail IMC Media Planning with suitable examples. 20
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