

**MASTER OF BUSINESS ADMINISTRATION  
(MBACN)**

00444

**Term-End Examination**

**June, 2014**

**MCNE-001 : INTEGRATED MARKETING  
COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 100*

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- Note :* (i) Attempt **any five** questions.  
(ii) **All** questions carry **equal** marks.
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1. The type of product being marketed has no relationship to the communication mix employed by the marketer. Explain with the help of suitable examples. **20**
  
2. (a) What do you mean by IMC partners ? Explain their role in the organisation with the help of an example. **10**  
  
(b) Explain the concept of Integrating the Brand Communication Process with the help of an example. **10**
  
3. Discuss the basic Marketing Communication Strategies for building brands with the help of suitable examples. **20**

4. Write short notes on : 4x5=20
- (a) STP (Strategy in Marketing)
  - (b) IMC Planning
  - (c) Message Execution
  - (d) Creative Concept and Messages in IMC
5. Discuss the Integrated Marketing Communication Functions with the help of relevant examples. 20
6. What do you mean by Brand Publicity ? How far the brand publicity helps the organisation in its goals ? What are the advantages and limitations of brand publicity ? 20
7. Discuss the social, legal and ethical issues involved in Integrated Marketing Communication with the help of relevant examples. 20
8. Write notes on : 4x5=20
- (a) Product Placement Media
  - (b) Sponsorship
  - (c) Trade Sales Promotions and Co - Marketing
  - (d) Data - driven Communication
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