

Note: Answer any 4 full questions from Question No.1 to 7

Question No. 8 is compulsory.

All questions carry equal marks

1.

- a) What do you mean promotional mix? (3)
- b) The integrated marketing communication movement is being driven by changes in the ways companies market their product & services - Discuss (7)
- c) Explain various approaches for setting promotional budget (10)

2.

- a) What do you mean by advertising creativity? (3)
- b) Explain various methods by which advertising agencies are compensated? (7)
- c) Discuss the importance of media in present Indian Scenario with suitable examples. (10)

3.

- a) What do you understand by readership survey? (3)
- b) Explain the role of Direct Marketing in IMC (7)
- c) Advertising exploits the vulnerability of customers – Evaluate Critically (10)

4.

- a) What is event management? (3)
- b) Advertising is creative only if it sells the product – Comment .(7)
- c) What are public relations? How does public relations play an important role in IMC. (10)

5.

- a) What do you mean by sales promotion trap (3)
- b) Write a note on presetting of finished ads (7)
- c) What do you understand by global advertising? Explain the tests used for measuring advertising effectiveness (10)

6.

- a) What do you mean by concept testing (3)
- b) Explain the factors that have led to the increase in the importance of sales promotion .(7)
- c) Briefly explain the concepts of pricing and promotion in events with an example. (10)

7.

- a) What is unique selling proposition? (3)
- b) Compare and contrast commercial and non-commercial advertising with examples. (7)
- c) Describe various factors that effect the promotional budget allocation decision (10)

8. CASE STUDY (COMPULSORY) (20 Marks)