

Savitribai Phule Pune University
Department of Management Sciences (PUMBA)
Executive MBA
2nd Year (Semester –IV) External Exam April- 2015

405(A)- Integrated Marketing Communication

Time: 2hrs.

Marks: 50

Instruction to Candidate:

- 1. Question no. 1 is Compulsory and carries 20 Marks***
- 2. Solve any three from the remaining , carries 10 marks each***

- Q1.** Design and Develop a print advertisement for our executive MBA Programme targeting towards working executives in and around Pune. Make sure that the advertisement should be self explanatory. Due considerations will be given to creativity and innovativeness. Complete this with the resources you possess during the examination and don't ask for any extra material.
- Q2.** Describe the steps involved in analysis of advertisement with suitable example.
- Q3.** What do you mean by Response process in IMC? Explain the concept with the help of different stages for IMC Models by giving examples.
- Q4.** Define sales promotion. Design trade and consumer sales promotion plan for: a) Newly launched Mens Fairness Cream b) Mobile Internet service
- Q5.** Discuss the role of different departments in advertising agency by giving Examples.
- Q6.** Define 'Advertising Budget'. Explain various methods used by the companies in designing the Advertising Budget.
- Q7.** Write short notes on any two
- a. FCP Planning Model
 - b. The ELM of Persuasion
 - c. Push and Pull Promotional Policies
 - d. Ratings and TRP