

University of Pune  
Department of Management Sciences (PUMBA)  
Executive MBA  
Internal Exam March - 2013  
**405 (A) - Integrated Marketing Communication**

Time: 1.5 hrs

Total marks: 30

**Instructions:**

- 1. Attempt any 3 questions**
- 2. Each carries 10 marks.**

- Q. 1) Describe Various types of advt. agencies at length & functions carried out by them.
- Q. 2) Describe various messages communicated in latest pepsi advertisement.
- Q. 3) Describe various messages communicated in Cadbury advertisement campain.
- Q. 4) Describe importance of social dimention while creating advertisement.