



Sanjay Ghodawat University, Kolhapur

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

Year: 2018-19

School of Liberal Arts

Program: B.AMMMC

Course Code : MCA 114

Course Title: Integrated Marketing Communication

2018-19

EXM/P/09/01

Department of

MMMC

Semester -IV

Day and Date: /
Tuesday 21st May 2019

End Semester Examination (ESE)

Time: 2:30 to 5:30

Max Marks: 100 PD

- Instructions:
- 1) All questions are compulsory.
 - 2) Assume suitable data wherever necessary.
 - 3) Figures to the right indicate full marks.

Q.1	A	Fill in the blanks with best suitable alternatives from the given:	Marks-	Blooms	COs
			10	Level	
a)		In Marketing Communications, multiple messages must speak with a _____.	01	L1	CO1
		i) multiple voice iii) alternative voice ii) single voice iv) objective voice			
b)		_____ is a personal presentation by the firm's sales force to make a sale and build customer relationships.	01	L1	CO2
		i) Sales Promotion iii) Direct Marketing ii) Advertising iv) Personal Selling			
c)		_____ Advertising includes activities that are largely non-targeted and have a wide reach.	01	L1	CO3
		i) On the line iii) Below the line ii) Through the line iv) Above the line			
d)		In AIDA model, I stand for _____.	01	L1	CO4
		i) Interest iii) Involve ii) Insight iv) Integrate			
e)		There are basically _____ types of advertising agencies.	01	L1	CO5
		i) four iii) five			

C)	Answer the following statements with <u>True or False</u> and <u>correct the false one</u>:	Marks-05		
a)	Publicity is gaining public visibility or awareness for a product, service or your company via the media.	01	L1	CO4
b)	Consumer Behaviour does not undergoes a change and is static.	01	L2	CO5
c)	Internal public relations include maintaining relations with employees and management.	01	L1	CO3
d)	Publicity is a paid form of communication and is directly paid by producer.	01	L2	CO4
e)	Copyright is represented by symbol "©" or abbreviation "Copr."	01	L2	CO6

Q.2	Write note on: (Any Four)	Marks-20		
a)	Objectives of Integrated Marketing Communication	05	L1	CO1
b)	Describe the benefits of Integrated Marketing Communication	05	L2	CO1
c)	Objectives of Sales Promotion	05	L2	CO2
d)	Factors that influence Consumer Behaviour for a TV Channel	05	L3	CO5
	OR			
e)	The concept of Segmentation in marketing	05	L4	CO5

Q.3	Answer the following: (Any three)	Marks-24		
a)	Define Sales Promotion. Explain the sales promotion techniques.	08	L1	CO2
b)	Explain the client agency relationship in advertising.	08	L2	CO5
	OR			
c)	Discuss the role of advertising agency. Explain the types of advertising agencies.	08	L2	CO5
d)	Throw light on the main aspects of socially responsible	08	L3	CO6

marketing. What is social responsibility in advertising?

OR

- e) What is ethical marketing? How can today's firm make their practices more ethical and responsible? 08 L3 CO6

Q.4

Answer the following: (Any three)

Marks-36

- a) Discuss the concept of E-commerce with examples. What are the types of ecommerce model? 12 L2 CO3
- b) Illustrate the concept of Publicity by giving its objectives. Distinguish between PR and Publicity. 12 L3 CO4
- c) Interpret the Segmentation, Targeting and Positioning model in marketing by giving examples. 12 L3 CO5
- d) Compare and contrast the legal provisions related to copyright, patents and trademark. 12 L4 CO6
- OR**
- e) Explain the labelling and packaging in food and drug adulteration. 12 L5 CO6