



**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**

**Day and Date: /**

**Tuesday 21<sup>st</sup> May 2019**

**End Semester Examination (ESE)**

**Instructions:**

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

2018-19

EXM/P/09/01

**Department of**

**MMMC**

**Semester -IV**

**Time: 2 : 30 to 5 : 30**

**Max Marks: 100**

Q.1	A	Fill in the blanks with best suitable alternatives from the given:	Marks- 10	Blooms Level	COs
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 True or False and correct the false one: 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 |
| <b>OR</b>  |    |    |     |
| 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 |
| <b>OR</b>   |    |    |     |
| 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**

Q.4	e) What is ethical marketing? How can today's firm make their practices more ethical and responsible?	08	L3	CO6
	<b>Answer the following: (Any three)</b>	<b>Marks-36</b>		
	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
	<b>OR</b>			
	e) Explain the labelling and packaging in food and drug adulteration.	12	L5	CO6