

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com (Hons) Summer 2018 – 19 Examination

Semester: 6
Subject Code: 16103353
Subject Name: Integrated Marketing Communication

Date: 12/04/2019
Time: 10:30am to 1:00pm
Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.**A) Multiple choice type questions. (Each of one mark) (06)**

1. Integrated marketing communication means use of promotional tools.....
 - a) Combine
 - b) Individual
 - c) Separately
 - d) Personal Selling
2. These are the promotional tools except
 - a) Advertising
 - b) Public relation
 - c) Direct Marketing
 - d) Industrial buying
3. The Main purpose of marketing communication to attract target audience
 - a) True
 - b) False
4. Packaging is the 5th P of Marketing mix
 - a) True
 - b) False
5. Direct marketing means to sale product directly in the market without using any channel
 - a) True
 - b) False
6. AIDA stands for Attention, Action, Desire and Acquiring....
 - a) True
 - b) False

B) Definitions / One-liners / Terms. (Each of one mark) (06)

1. What do you mean by Integrated Marketing Communication?
2. What is the full form of DAGMAR?
3. What do you mean by Advertising message?
4. What is Publicity?
5. What is Sales Promotion?
6. What is Direct Marketing?

Q.2 Numerical / Short Note Questions. (Each of 04 mark) (12)

1. DAGMAR Approach
2. Elaboration Likely Hood Model
3. Print media codes

Q.3 Answer the following. (Any Three) (18)

1. What do you mean by Advertising? Explain its objectives in detail.
2. What is Marketing Planning? Explain MARCOM objectives in detail.
3. Explain Event Sponsorship in detail.
4. Explain tools of Direct marketing in detail

Q.4 Answer the following. (Any two) (18)

1. Explain Foot cone and Belding model in detail
2. Explain Advertising creative strategies in detail
3. What do you mean by Packaging? Explain its Significance in detail