Unit III

6. Discuss the process of deciding ad budget. Explain the main methods of budget allocation in advertising.

7. Advertising is often criticized on ethical aspects. To what extent is it the genuine criticism ? Discuss the role of regulatory bodies to avoid this criticism

Unit IV

8. You want to advertise an app of online learning. Design the appropriate media plan to promote this app.

9. What is meant by 'Think global, act local' approach to global advertising ? Discuss some of the ways through which marketers can adapt their advertising to local marketers.

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M.B.A. EXAMINATION, 2026

(From 2019-20 Onwards)

(Fourth Semester)

(Re-appear Only)

SPL-MARKETING : INTEGRATED MARKETING COMMUNICATIONS

Time : 3 *Hours*] [*Maximum Marks :* 80

Before answering the question-paper, candidates must ensure that they have been supplied with correct and complete question-paper. No complaint, in this regard will be entertained after the examination.

Note : Attempt *Six* questions in all. Q. No. **1** is compulsory having ten questions of 2 marks. Q. Nos. **2** to **6** have internal choices and

attempt *one* question from each Unit for 12 marks each.

(Compulsory Question)

1. (a) What are the objectives of marketing communication ?

(b) Discuss the challenges of IMC.

(c) Define Bait advertising.

(d) What are creative boutiques ?

(e) Discuss the types of layout.

(f) What is indirect source in ad message ?

(g) What are the challenges of international advertising ?

(h) Give some recent media types.

(i) What is event management ?

(j) State the types of publicity.

Unit I

2. What are the elements of marketing mix ? How IMC and marketing mix are integrated to achieve competitive advantage ?

3. By taking the case of any two campaigns of your choice, discuss the role of IMC in branding.

Unit II

4. What are the functions of ad agency ? Discuss the alternate ways to compensate the ad agency.

5. Discuss the various types of appeals used in advertising. Which appeal is mostly used for cosmetic products ?

Unit V

10. Explain the public relations decisions and the strategies to develop and maintain the relations.

11. Write a note on increasing use of internet in direct marketing. Is it different from personal selling on internet ?

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Unit V

10. Explain the public relations decisions and the strategies to develop and maintain the relations.

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