

**SVKM's NMIMS**  
**NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION**

Programme: PGDMM

Examination: June 2017  
Subject: Integrated Marketing Communication

Date: 16.06.2017

Semester: IV  
Course : New  
Marks : 70  
Time: 3.00 p.m. to 6.00 p.m.

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**Instructions:**

1. Answer to each new question to be started on a fresh page.
  2. Figures in bracket indicate full marks.
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**Q.1) Attempt any 2 out of 4**

(Marks: 2X5=10)

- a) Berlo's model of communication
- b) Customer based Brand equity pyramid
- c) Transit advertising
- d) Advertising objectives

**Q.2) Write short notes on (2 out of 5)**

(Marks: 2X5=10)

- a) Dyads of communication
- b) Brand resonance
- c) Process of post evaluation of campaigns
- d) Point of purchase advertising
- e) Use of website to hold customer contests

**Q.3) Attempt any 3 out of 5**

(Marks: 3X10=30)

- a) What do you understand by advertising creativity? What role does it play for advertisements?
- b) Why is it important to understand the media habits of the target audience ?
- c) Briefly explain the organization chart of a full service Ad agency.
- d) What are the important elements of buying network TV timings?
- e) Why is out-of-home media considered as a supportive media?

**Q.4) Attempt both the questions**

(Marks: 2X10=20)

- a) What role does marketing communications play in developing customer based brand equity?
- b) What are the comparative advantages of broadcast media over print media?

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