

**SVKM's NMIMS**  
**NMIMS Global Access – School for Continuing Education**

Programme: PGDMM

June 2013 Examination  
Subject: Integrated Marketing Communication

Semester: IV  
Course New  
Marks 70

Date: 22.06.2013

Time: 3.00 p.m. to 6.00 p.m.

**Instructions:**

1. Answer to each new question to be started on a fresh page
2. Figure in bracket indicates full marks
3. Assume suitable data wherever necessary and state that clearly before answering
4. Answers to be substantiated by suitable examples.

**Q1. Attempt ANY TWO out of the following (Marks: 2 X 5 = 10)**

- a) Firm is a sender as well as receiver of information – critically analyze with examples
- b) What is AIDA?
- c) Explain relevance of OOH Media in a metro like Mumbai.
- d) What is Marketer to Marketer communication?

**Q2. Write short notes (Any Two) (Marks: 2 X 5 = 10)**

- a) Rural Media
- b) Event Management
- c) Creative Department in an Ad agency
- d) Newspapers V/s Magazine as Advertising Media
- e) Celebrity Endorsements – When to use?

**Q3. Attempt any 3 (Marks: 3X10=30)**

- a) With detailed examples explain the difference between Reach and Frequency.
- b) What sort of medium is used to promote prescription drugs in pharma industry? Explain the reasons why?
- c) What are the different methods of arriving at an Advertising Budget?
- d) Explain in detail with relevant examples the CBBE Pyramid of Brand Building.

**Q4. Answer in detail: (20 Marks)**

Assume a situation where you have been making wonderful handmade chocolates for the last couple of years. Over this time you have developed a small but loyal clientele. You are now planning a step by step expansion. In the first phase you are planning to launch and expand within Mumbai City

- a) Suggest a brand name and a suitable target audience (7)
- b) What would be your creative message strategy? (7)
- c) What would be your media plan considering mumbai as your geographic market? (6)