

SVKM's NMIMS
School of Distance Learning

Programme: PGDMM

Academic Year: 2012-2013

Semester IV

Subject: Integrated Marketing Communication Course New

Marks: 70

Date: 9.1.2013

Time: 3:00 p.m to 6:00 p.m

Final Examination

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

NB: Answer to each question to be started on a fresh page.

Figure in brackets indicate full marks.

Question (1) Attempt any 2 out of 3 (Marks: 2x5=10)

- a) Explain marketer to marketer communication.
- b) What do you mean by 'big idea'?
- c) What is static information on a website?

Question (2) Write Short notes on any 2 out of 5 (Marks: 2x5=10)

- a) Shannon-weaver model of communication
- b) Transit advertising
- c) Brand credibility
- d) Creative brief
- e) Day-After-Recall test

Question (3) Attempt any 3 out of 5 (Marks: 3x10= 30)

- a) Explain the advantages and limitations of television as a broadcast media.
- b) Explain in detail customer based brand equity pyramid.
- c) Discuss the organization structure of an advertising agency.
- d) Why is it important to consider the media habits of the target audience?

- e) Explain the relevance of creating a positive brand image and evoking positive brand feelings.

Question (4) Answer both the questions (Marks: 20)

- a) A start-up low budget company wants to market its detergent powder in a phased manner. Suggest what promotional methods should it adopt and why?
- b) You have assigned to work on an ad campaign for a new soft drink. What steps would you take in developing the campaign?