

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

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2013 – 2014  
Subject: Integrated Marketing Communications  
Date: 22.12.2013

Semester: IV - FINAL EXAM  
Marks : 50  
Time: 3.00 p.m. to 5.00 p.m.

**Instructions:**

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

**Q. 1) Discuss (Any 2 out of 4)**

**(Marks: 2X5=10)**

- a) Why do we use multiple medium within a single campaign plan?
- b) Explain the AIDA model of advertising in brief
- c) Do no. 1 brands actually need to spend on advertising? Explain your answer
- d) Why is creativity important in advertising?

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

**(Marks: 2X5=10)**

- a) Understanding Target audience in advertising
- b) Campaign Brief – Its contents and importance
- c) Role of an account manager in agency
- d) Internet as an advertising medium
- e) Most creative Ad, and why (in your opinion)

**Q. 3) Attempt (Any 3 out of 5)**

**(Marks: 3X10=30)**

- a) Is Sales and conversion the only final objective for advertising? Critically evaluate this statement and give your views with adequate examples.
- b) The Pitch – is a very important term for an advertising agency. Kindly explain what happens in a pitch and what do agencies present during the pitch?
- c) How can a brand use social media for effective communication? Explain certain do's and don'ts while using the same.
- d) Why is event a very important form of marketing communication? Draw a checklist of things you would monitor closely while planning an event.
- e) Can Good PR rescue a Failed Product or service? Please explain your viewpoint with detailed examples.

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