

**SVKM's NMIMS**  
**School of Distance Learning**

Programme: PGDMM

Academic year: 2011 – 2012

Semester: IV

Subject: Integrated Marketing Communication

Course New

Marks 70

Date: 03.01. 2012

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

**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. Figure in brackets indicates full marks.

**Q.1. Answer any 2 out of 4:** (10 Marks)

- a. Limitations of Magazine as an Advertising Medium.
- b. The Message Strategy in Ad Campaign.
- c. The Communication Process.
- d. Media Measurement Techniques.

**Q.2 Write Short Notes on any 2 out 5:** (10 Marks)

- a. Enumerate the different types of Brand building feelings.
- b. Successful elements necessary to make a radio commercial successful.
- c. Limitations of DAGMAR approach as an advertising planning tool.
- d. List the differences in Static and Dynamic information on Websites.
- e. Advantages and Disadvantages of Internet as a promotion medium.

**Q.3. Attempt any 3 out of Five:** (30 Marks)

- a. Various Teams within the Advertising Agency (Discuss)
- b. Are Newspapers an effective print media tool? Justify. Give its advantages and limitations.
- c. Is Promotion mix effective in today's world? Justify with examples.
- d. Mobile Advertising is the next big thing in advertising world with 3G and Mobile Internet and other value added services in offering. Justify.
- e. Compare Out of Home Media With Home Media. What is the better option in the existing global scenario for India. Justify.

**Q.4. Explain importance of Media Brief. What will be a Media Brief for a Textile Industry?** (20 Marks)