

SVKM's NMIMS
School of Distance Learning

Programme: PGDMM

Academic Year: 2012-2013

Semester IV

Subject: Integrated Marketing Communication Course New

Marks: 70

Date: 14.7.2012

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 the linear model of communication.
- b) How does DAGMAR model inhibit creativity?
- c) What are the advantages of Out-of-home media?

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

- a) Point-of-Purchase media
- b) Brand imagery
- c) Client-agency relationship
- d) Creative strategy
- e) Berlo's model of communication

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

- a) How does marketing communication play an important role in establishing brand identity? Explain using examples.
- b) Why is it important to appraise the advertising opportunity for a marketer?
- c) What are the benefits of a company's website?
- d) Why is brand resonance most important step in brand building? Explain.

e) Is there any difference in communicating to customers and communicating to business marketers? Justify.

Question (4) Answer both the questions

(Marks: 20)

- a) Suppose you are the advertising manager of a pharmaceutical firm. How will you go about giving your ads in newspapers, if you want to cover the entire Northern India?
- b) "Creativity is the essence of advertising". Explain.

X

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