

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

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2014 – 2015

Subject: Integrated Marketing Communications

Date: 22.06.2014

Semester: IV - RE-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) Write short notes on (any 2 out of 4)

(Marks: 2X5=10)

- a) AIDA MODEL
- b) Promotion mix
- c) DAGMAR
- d) Digital marketing

Q. 2) Write short notes on (any 2 out of 5)

(Marks: 2X5=10)

- a) Print media
- b) Media planning
- c) Murphy's model of communication
- d) Role of account manager in advertising agency
- e) PR

Q. 3) Attempt (any 3 out of 6)

(Marks: 3X10=30)

- a) Explain the element of OUT of HOME MEDIA .
- b) Describe the importance of company's website and its design .
- c) Explain the process of post evaluation of campaigns .
- d) "INTERNET BECAME THE MEDIUM OF ADVERTISMENT" Explain.
- e) Describe the important element of situational analysis to complete campaign execution .
- f) According to you what creativity can create in advertisement looking at 21st century global market?
