

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

Programme: PGDMM

Examination: December 2014
Subject: Integrated Marketing Communication

Semester: IV
Course : New
Marks : 70
Time: 3.00 p.m. to 6.00 p.m.

Date: 03.01.2015

Instructions:

- 1) Answer to each new question to be started on a fresh page
 - 2) Figures in bracket indicate full marks
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Q 1) Attempt any 2 out of 4 (Marks:2X5=10)

- a) Murphy's Model of Communication
- b) Television as a Broadcast Medium
- c) Brand Resonance
- d) Point of Purchase used as a medium

Q 2) Write Short notes on any 2 out of 5 (Marks:2X5=10)

- a) Malls and Multiplexes as a out of home medium
- b) Advantages of using Print Medium
- c) Brand Imagery
- d) Define Target Market
- e) Social Media used for marketing

Q 3) Attempt any 3 out of 5 (Marks:3X10=30)

- a) Media Planning and Media Buying
- b) Shannon-Weaver Model of Communication
- c) Customer Based Brand Equity Pyramid
- d) Various Teams within the Advertising Agencies and their Role
- e) Creating Ads, Pretesting the same and Release of Ad.

Q 4) Attempt both the questions, (Marks:2X10=20)

1. Explain different medium for reaching the message to the customers.
2. Explain the Role of Website as Company's First Hand Mouth Piece of Information.