

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

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: December 2014

Semester: IV - RE-EXAM

Subject: Integrated Marketing Communications

Marks : 50

Date: 04.01.2015

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
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Q 1) Attempt any 2 out of 4

(Marks:2X5=10)

- a) Brand Imagery
- b) Radio as a broadcast medium
- c) Brand Feelings
- d) Determining Advertising Budgets

Q 2) Write Short notes on any 2 out of 5

(Marks:2X5=10)

- a) TV as a Medium for advertising
- b) Mass Media
- c) Sales Promotion
- d) Point of Purchase and its importance
- e) Media Buying

Q 3) Attempt any 3 out of 5

(Marks:3X10=30)

- a) Importance of company's Website and its Design
- b) Analyzing and Defining the Target Market
- c) Give example of a Brand that have strengthened their Presence using IMC
- d) Importance of Media Brief from the Client
- e) Different functions of the Advertising Agency and the departments which perform them.