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

Programme: CDM/CCC

Examination: June 2015

Subject: Integrated Marketing Communication

Date: 22.06.2015

Term End Examination

Marks : 70

Time: 3.00 p.m. to 6.00 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) TV has more effective audiovisual impact on target audience as compared to print media and radio discuss
 - b) What are the process involved in buying of TV times
 - c) Role of Radio in Rural marketing
 - d) Discuss about consumer magazine v/s Journals
- Q. 2) Write Short Notes on any 2 out of 5** (Marks: 2X5=10)
- a) Brand Credibility
 - b) Mobile phone Marketing
 - c) Brand Feelings
 - d) Internet Ad
 - e) Outdoor advertisement
- Q. 3) Attempt any 3 out of 5** (Marks: 3X10=30)
- a) Customer based brand equity pyramid
 - b) Discuss client & agency relationship management
 - c) What are the criteria's are being considered to select the celebratory as brand ambassador discuss with one example
 - d) What is the role of Account Services Team department in a ad agency
 - e) How do you choose your target audience
- Q. 4) Attempt both the questions** (Marks: 2X10=20)
- a) Discuss about media planning process
 - b) Discuss on Day-After- Recall (DAR)
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