

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

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: June 2015

Subject: Integrated Marketing Communications

Date: 23.06.2015

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
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Q. 1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Explain two way communication process with one example
- b) Role of Radio in Advertisement Media
- c) Outdoor advertisement
- d) Discuss impact of Transit advertisements

Q. 2) Write Short Notes on any 2 out of 5

(Marks: 2X5=10)

- a) Brand Preference b) Direct Marketing c) Pros & Cons of print media d) "POP"
- e) Transit advertisement

Q. 3) Attempt any 3 out of 6

(Marks: 3X10=30)

- a) Explain one way communication process with one example
- b) TV v/s Print media – discuss major points in differences
- c) Media Brief from the client essential discuss.
- d) What is the role of Marketing services Team in advertising agency
- e) Explain brand feeling with one example
- f) Explain Static & Dynamic information with respect to websites