

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

Programme: PGDMM

Examination: June 2015

Subject: Integrated Marketing Communication

Semester: IV

Course : New

Marks : 70

Time: 3.00 p.m. to 6.00 p.m.

Date: 22.06.2015

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**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)