

SVKM's NMIMS
School of Distance Learning

Programme: PGDMM

Academic Year: 2010-2011

Subject: Integrated Marketing Communication

Date: 2.7.2011

Semester IV

Course New

Marks: 70

Time: 3.00 pm to 6.00 pm

Q 1. Attempt any 2 out of 4 10 Marks

- i) Are events a good medium for advertising?
- ii) Explain Brand Resonance
- iii) Explain how Websites are useful for inviting feedback
- iv) Internet tools used for Marketing

Q 2. Write Short Notes on Any 2 out of 5 10 Marks

- i) Media Measurement Techniques
- ii) Basic Designing rules
- iii) Explain in one sentence each: DAGMAR, Comprehension, Recall, Tracking Studies, Inquiry.
- iv) Useful tips for holding contests on company's websites
- v) Why do firms need to evaluate the effectiveness of their advertising campaigns?

Q 3. Attempt any 3 out of 5 30 Marks

- i) If you are the Advertising Manager of a new General Insurance Company, then how would you give ads in Rural India so that the company can achieve its Rural Insurance business targets.
- ii) Discuss the difference in communication to business marketers and in communication to customers
- iii) Recall tests and Inquiry tests are useful to advertisers. Justify.
- iv) Relevance of creating a positive brand image & evoking positive brand feelings
- v) Explain Shannon Weaver Model of Communication and Berlo's model of Communication

Q 4. 20 marks

Brand Resonance is the most important stage in brand building. Explain the role of IMC at this stage along with examples.