

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

Programme: CDM/CCC

Examination: December 2015
Subject: Integrated Marketing Communication
Date: 18.12.2015

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) Explain Shannon-Weaver Model of Communication
- b) How do you make the selection of Ad in TV & Radio
- c) Explain Promotion Mix
- d) Explain in detail major benefits associated with Radio advertisements

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

(Marks: 2X5=10)

- a) Sales Promotion
- b) Direct Marketing
- c) Personal Selling
- d) Spot Television
- e) Cable Television

Q. 3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Explain different types of News Paper advertisements
- b) What are the benefits and limitations of News Paper advertisements
- c) What are the advantages and limitations of out-of-home Media
- d) Explain client agency relationship
- e) Draw a diagram of typical organisational chart of a an ad agency and explain the role of Account Service Team

Q. 4) Attempt both the questions

(Marks: 2X10=20)

- a) Explain Keller's Customer Based Brand Equity Pyramid (CBBE)
- b) Explain Brand Feelings with appropriate example