

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

Programme: PGDMM/CDM/CCC

Examination: June 2016

Subject: Integrated Marketing Communication

Date: 17.06.2016

Semester: IV

Course : New

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.
- 

**Q.1) Attempt any 2 out of 4**

**(Marks: 2X5=10)**

- a) Explain Murphy's model of communication.
- b) Explain promotion mix.
- c) Explain linear model of communication.
- d) Explain the benefits of Newspaper advertising.

**Q.2) Write short notes on (2 out of 5)**

**(Marks: 2X5=10)**

- a) Brand credibility
- b) Advantages of out of home media.
- c) Sales Promotion
- d) Brand Salience
- e) Personal Selling

**Q.3) Attempt any 3 out of 5**

**(Marks: 3X10=30)**

- a) Explain client agency relationship.
- b) Explain the Shannon-Weaver model of communication.
- c) Discuss the organization structure of a full-service advertising agency.
- d) Customer based brand equity pyramid.
- e) Explain different types of newspaper advertisements.

**Q.4) Attempt both the questions**

**(Marks: 2X10=20)**

- a) Critically Analyze the DAGMAR Approach
- b) Explain brand feelings with appropriate examples.

\*\*\*\*\*