

(4)

MB-304(M3)

Mr. Gopal is thinking of better promotional activities, for both foreign and international market.

- (a) Generalize few promotional tools to boost the sales of Sleek products.
- (b) Integrate the appropriate media planning strategy for the promotions.

MB-304(M3)

240

H

Roll No. ....

**MB-304(M3)**

**M. B. A. (THIRD SEMESTER)**

**MID SEMESTER**

**EXAMINATION, Jan., 2023**

**INTEGRATED MARKETING**

**COMMUNICATION**

**Time : 1½ Hours**

**Maximum Marks : 50**

**Note :** (i) This question paper contains two sections-A and B.

(ii) Both Sections are compulsory.

(iii) Answer any *two* sub-questions among (a), (b) and (c) in each main question of Section A. Each question carries 10 marks.

(iv) Section B consisting of case study is compulsory. Section B is of 10 marks.

P. T. O.

(2)

MB-304(M3)

**Section—A**

1. (a) Define IMC. Explain how integrated marketing communication differs from traditional advertising and promotion ?  
(CO1)
- (b) Classify the factors contributing in the growth of IMC. (CO1)
- (c) List the elements of IMC mix. (CO1)
2. (a) Illustrate the importance and objectives of advertising. (CO2)
- (b) Interpret the types of sales promotion.  
(CO2)
- (c) Describe the objectives of IMC campaign advertisement. (CO2)
3. (a) Conclude the meaning of personal selling with suitable examples. (CO3)
- (b) Classify the types of direct marketing. State with suitable examples. (CO3)
- (c) Analyze the importance of integrated internet marketing communication. (CO3)

(3)

MB-304(M3)

4. (a) Distinguish between publicity and advertising. (CO4)
- (b) Justify the importance of stakeholders in a marketing campaign. (CO4)
- (c) Assess the types of corporate advertising and their objectives. (CO4)

**Section—B**

5. **Case Study** 20 Marks (CO5)  
Sleek sport is into manufacturing and marketing sleek brand named sports accessories like sport shoes, T-shirts, gloves, and few sports types of equipment in Indian and few foreign markets. Sleek had been in Indian market for the past 10 years and about 6 years back it had started exporting its products to foreign markets also. There was steady growth in the sales for the past few years, but for the last 2 years there has been reduction in sales in both domestic as well as foreign markets. Hence, CEO of the company

P. T. O.