



POORNIMA UNIVERSITY, JAIPUR.
MID SEMESTER EXAMINATION 2020-21 (ODD Semester)

School : School of Management & Commerce
Course : II Year III SEM – MBA
Subject Name : Integrated Marketing Communication
Subject Code : MBX03103

Max. Time: 1.5 hrs.

Max. Marks: 12

NOTE:- Attempt four questions. There is internal choice in Q. 1 & 2, Q. 3 & 4, Q. 5 & 6 & Q. 7 & 8.

Sec-A (CO 3) (Max. Marks-6)

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| Q.1 | (a) | What is the significance of the word Integrated in IMC? | Marks
(1.5) |
| | (b) | Advertising and IMC are same. Do you agree? Give reasons. | (1.5) |

OR

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| Q.2 | (a) | What are the advantages of Television as media option in today's time? | (1.5) |
| | (b) | Should a brand of consumer durable consider radio as a media option? Comment. | (1.5) |
| Q.3 | (a) | When designing the creative of an advertisement, positioning of the brand is important. Explain. | (1.5) |
| | (b) | Every brand should have a unique story. What does this mean? | (1.5) |

OR

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| Q.4 | (a) | In these recent times of pandemic how do you think the brands of fast food should promote themselves? | (1.5) |
| | (b) | In recent times of pandemic as a brand of garments what kinds of marketing communication will you go for? | (1.5) |

Sec-B (CO 4) (Max. Marks-6)

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| Q.5 | (a) | When it comes to media choice is it wise to put all budget in internet as a media option? Explain. | (1.5) |
| | (b) | How has digital marketing changed the promotion scenario of political leaders? | (1.5) |

OR

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| Q.6 | (a) | What the advantages and disadvantages of social media? | (1.5) |
| | (b) | What is Public Relation? How much important is it for a brand? | (1.5) |
| Q.7 | (a) | Explain the methods of top down approach of budget in advertising? | (1.5) |
| | (b) | What is Objective and Task Method in advertising budget? Is this applicable in real life scenario? | (1.5) |

OR

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| Q.8 | (a) | In case of any IPL franchise design a promotion plan using social media. | (1.5) |
| | (b) | For an IPL Franchise what kind of Public Relation activities would you suggest? | (1.5) |
