**IMC – Integrated Marketing Communications**

**MMS Marketing Sem.4**

**Sample Questions**

Answer the following for your practice:

1. Evaluate and compare following modes of Integrated Marketing Communications for their key features and advantages and disadvantages:
   1. Advertising and Publicity
   2. Direct Marketing and Sales Promotion
2. Design a print advertisement copy for the following by labelling each component of ad copy:
   1. An advertisement for a product of your choice
   2. An advertisement for a service of your choice
3. Explain following models through any IMC campaign of your choice
   1. Hierarchy of Effects model: Various stages
   2. Components of DAGMAR approach: for Advertising Goal setting
4. Define the following terms with examples in terms of advertising:
   1. GRP, CPP, Continuity, Impact
   2. Reach, Frequency, CPM, Rating Point
5. Describe various forms of Online Advertisements, enlist and define.
6. Estimate and decide which of the following two media is more cost effective?
   1. Price for 10 seconds commercial in IPL semi-final is 10,00,000 INR for estimated audience of 10,00,00,000
   2. Price for 10 seconds commercial in IPL final is 20,00,000 INR for estimated audience of 30,00,00,000
7. Apply the different steps in the personal selling process for a product or service of your choice.
8. Define Media Plan, Media Objectives and Media Strategy.
9. Explain the various Ad-Budgeting methods which are deployed by agencies.
10. Analyse different functions of PR which can be deployed to improve brand image of an automobile company which recently called back cars for defect in gears.
11. Describe the different types and functions of various Ad Agencies.
12. Differentiate between Sales Promotion, Consumer Promotions, Trade Promotions with relevant examples from retail sector.
13. Analyse any three issues and Challenges for Reputation management in case of any celebrity brand image. Suggest suitable remedial strategy for each of the respective challenges.
14. Illustrate any type of creative content to be promoted for Social Media marketing for a national sports event to increase audience engagement.
15. Plan suitable combination of Reach, Frequency and Continuity, each being high/medium/low for a campaign related to festive offers for a luxury car brand.