

2022

COMMERCE

Paper : DSE-305C

(Integrated Marketing Communication)

Module : 1 and 2

Full Marks : 40

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Module - 1

Answer *any two* questions.

1. (a) Explain the concept of Brand attitude.
(b) Discuss the various components of promotion mix with examples. 4+6
2. (a) What is meant by advertising appeals? Mention any two types of advertising appeals.
(b) 'Is advertisement effective in creating brand awareness?' — Comment. (2+2)+6
3. (a) Describe the major goals of advertising with the help of suitable examples.
(b) Briefly explain the factors affecting selection of appropriate advertisement media. 5+5
4. Write short notes on *any two* of the following : 5+5
 - (a) Brand Personality
 - (b) Direct Marketing
 - (c) Publicity Vehicles
 - (d) Marketing Plan.

Module - 2

Answer *any two* questions.

5. (a) What is Media Planning?
(b) Discuss the factors affecting Media Planning.
(c) Describe the various types of Media Scheduling. 2+4+4

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6. (a) What is Advertising Agency?
(b) Discuss the major functions of advertising agencies.
(c) Describe the client-agency relationship in advertising with a proper diagram. 2+5+3
7. (a) Differentiate between Print Media and Broadcasting Media.
(b) What is Brand Equity?
(c) Explain the key aspects of Brand Equity. 4+2+4
8. (a) What is Message Designing?
(b) Describe the various types of message designing strategies with proper examples.
(c) Discuss the DAGMAR approach in advertising. 2+5+3
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