

2023

COMMERCE

Paper : DSE-305C

(Integrated Marketing Communication)

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 - I

Answer *any two* questions.

1. (a) Discuss the goals of Advertising.
(b) Elaborate on the main types of advertising. 5+5
2. (a) What are the main factors affecting marketing communication mix?
(b) Mention the tools of communication used in Integrated Marketing Communication.
(c) Define brand equity. 4+4+2
3. (a) Distinguish between traditional and non-traditional media of advertising.
(b) Explain the various types of advertising appeals.
(c) What is message design in advertising? 3+5+2
4. Write short notes on *any two* of the following : 5×2
 - (a) Brand Attitude
 - (b) Promotion Mix
 - (c) Media choices in Rural Market
 - (d) Advertisement Campaign.

Module - II

Answer *any two* questions.

5. (a) Discuss the importance of Media Planning.
(b) Explain the strategies of Media Scheduling. 5+5

Please Turn Over

6. (a) Discuss the different approaches of advertising budget.
(b) What is the importance of measuring advertising effectiveness? 6+4
7. (a) Discuss the major functions of an advertising agency.
(b) Mention the basic principles of Client-Agency relationship.
(c) What is a specialized advertising agency? 4+4+2
8. Write short notes on *any two* of the following : 5×2
- (a) Consumer Sales Promotion Techniques
 - (b) Trade Sales Promotion Techniques
 - (c) Media Exposure
 - (d) Media Reach vs. Frequency.
-