

2024

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) Define Integrated Marketing Communication.
(b) What is Promotion Mix? Discuss the basic elements of Promotion Mix. 2+(2+6)
2. (a) What is Brand Attitude?
(b) Discuss the role of advertising in creating brand awareness. 2+8
3. (a) Differentiate between Print Media and Broadcasting Media.
(b) Define Brand Equity.
(c) What are the key aspects of Brand Equity? 4+2+4
4. (a) What is 'Message Designing'?
(b) Describe the various types of message designing strategies with proper examples.
(c) Define 'Advertising Appeals'. 2+6+2

Module - II

Answer *any two* questions.

5. (a) Define Media planning and outline its importance.
(b) Discuss, in brief, the various strategies of Media scheduling. (2+3)+5
6. (a) Define Advertising Agency.
(b) Explain the major functions of an Advertising Agency.
(c) Describe Client-Agency relationship with the help of a diagram. 2+5+3

Please Turn Over

(3090)

7. (a) What is consumer sales promotion and how is it different from trade sales promotion?

(b) Discuss any two Consumer sales promotion techniques.

4+6

8. Write short notes on (*any two*) :

5×2

(a) Media exposure

(b) Types of media scheduling patterns

(c) Emerging media vehicles in India

(d) Types of Advertising Agency.
