

2025

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 process of Integrated Marketing Communication in detail.
(b) Define Branding. 8+2
2. (a) Describe the DAGMAR Approach with its phases and objectives.
(b) What are Advertising Appeals? 8+2
3. (a) What are Advertising Goals?
(b) Discuss the major types of Advertising.
(c) Discuss the required media choices in rural markets. 2+4+4
4. Write short notes on (*any two*) : 5×2
 - (a) Print Copy
 - (b) Message Design
 - (c) Traditional Media
 - (d) Brand Equity.

Module - II

Answer *any two* questions.

5. (a) Define Media Planning.
(b) State the factors influencing media planning decisions.
(c) Explain the different types of media scheduling patterns. 2+3+5

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6. (a) What is an Advertising Agency?
(b) Briefly explain the role of an advertising agency in marketing communication.
(c) Describe Client-Agency relationship. Mention any two causes of Client-Agency conflict. 2+3+(3+2)
7. (a) Explain briefly the different methods of setting an advertising budget.
(b) What is advertising effectiveness? Mention any two methods of measuring advertising effectiveness. 6+(2+2)
8. Write short notes on (*any two*) : 5×2
- (a) Emerging media vehicles in India
 - (b) Consumer sales promotion vs Trade sales promotion
 - (c) Functions of an Advertising agency
 - (d) Media reach vs Media frequency.
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