



DF-5524

**M. B. A. (FT) (Sem. III) (CBCS) (Reg. & ATKT) &
M. B. A. (E) (Sem. V) (CBS) (Reg. & ATKT) &
(New Course ATKT) Examination
March / April - 2016
OMK - 302 & OMK - 502 : Integrated Marketing
Communications**

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दृशावेव निशानीवाणी विगतो उत्तरवही पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="M. B. A. (FT) (SEM. 3) (CBCS) (REG. & ATKT) &"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="OMK - 302 & OMK - 502 : INTEGR. MARK.COMMU."/>	<input type="text"/>
Subject Code No. : <input type="text" value="5"/> <input type="text" value="5"/> <input type="text" value="2"/> <input type="text" value="4"/>	<input type="text" value="Student's Signature"/>
Section No. (1, 2,.....): <input type="text" value="Nil"/>	

- (2) Question 1 is compulsory. Answer any four of the rest.
(3) Figures to the right indicate marks.

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|---|---|----|
| 1 | Many companies are moving away from traditional mass media advertising and looking for other contact points that can be used to connect with the consumers. Why? How can various IMC tools be used by companies to build and maintain relationship with their customers? (Discuss your answer giving examples from articles recently read) | 14 |
| 2 | Classical conditioning theories are used by the marketers. Explain the use of the theory giving examples. | 14 |
| 3 | Who are the major participants in the IMC process? Discuss Indian advertising industry and any one prominent creative director and their campaigns. | 14 |
| 4 | Discuss how one of the consumer response model could be used by a company who is a leader in FMCG ? (discuss the consumer response model first) | 14 |

- 5 State the relative advantages and disadvantages of different media. How will the media selection differ for a high involvement product and a low involvement product? 14
- 6 Write short notes (ANY TWO) 14
1. Sales promotion (with examples)
 2. ASCI and its role in Indian Advertising (with examples of recently banned advertisements)
 3. Message factors and its implications
 4. Evaluation of IMC plan
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