

RM4 IM 323

SYBMS  
TV  
28/3/23

IMC -  
M

Time :2.5 hours

Total Marks : 75

- Note 1. All questions are compulsory  
2. Figures to the right indicate full marks

Q.1 A Select the most appropriate answer from the option given below (Any 8)

08

1. The primary role of IMC program is to \_\_\_\_\_ (communicate , advertise , convince , action )
2. \_\_\_\_\_ is the practice of managing the spread of information between an organisation and the public (customer care , public relation , publicity , retailing )
3. \_\_\_\_\_ creates a short term increase in sales by motivating trial use and encouraging larger purchases (sales promotion , marketing mix , sampling , event )
4. An effective method of connecting with customers in a relaxed and fun-filled atmosphere is \_\_\_\_\_ ( banners , event marketing , roadways, sampling )
5. \_\_\_\_\_ advertising is also called corporate or image building advertising ( institutional , advocacy , public services , private service)
6. \_\_\_\_\_ are order placing machines ( kiosk , ATM , catalogues , CSR )
7. \_\_\_\_\_ research examines ads that have been launched ( tracking , marketing , advertising , feedback )
8. \_\_\_\_\_ exist when a firm makes an exaggerated statement about its goods or services ( puffery ,stereotyping , misleading , fairness)
9. Decoding is a process which involves the \_\_\_\_\_ (sender , receiver , outsider , insider)
10. \_\_\_\_\_ advertising can help the company attract funds if they are planning to grow business or make a major investment ( financial , public , political, social )

B. Match the columns (Any seven)

07

Column A	Column B
1. IMC	a. Attention
2. Samples	b. Purchase process
3. Encoding	c. Promotional tools
4. DAGMAR	d. Free of cost
5. Trade promotion	e. Catalogue
6. Direct marketing	f. Editorial
7. Publicity	g. Avoid duplication
8. AIDA	h. Sender of message
9. Film advertising	i. Price deal
10. Bonus packs	j. Direct and personal appeal

Q.2 a What are the benefits of IMC?

07

b State and explain different components of IMC .

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OR

Q.2 c What are the deficiencies or limitations in setting of communication objectives ?

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d Explain the communication process.

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Q.3 a Explain the various promotional tools used in IMC .

07

b Distinguish between push strategy and pull strategy .

08



- Q.5 a What is advertising tracking research? Explain its methodology? 07  
b What are different unethical practices in marketing communication? 08

OR

- Q.5 Answer the following: (Any three) 15  
a DAGMAR  
b Types of advertising  
c Pull strategy  
d Public relations  
e QR codes