

RHMIM324

BMS-IV
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IMC Marks: 75
16/3/24

Duration: 2:30 Hrs

Note: All Questions are compulsory subject to internal choice.

Q.1 A. Fill in the Blanks with the best option and rewrite the statements: (any 8) (08)

1. _____ is a process of exchanging information, thoughts and ideas.
i) Letters ii) Communication iii) Recorded Conversations iv) Calling
2. Most stereotypes tend to convey a _____ impression.
i) Positive ii) Negative iii) Good iv) Decent
3. Primary advertising is advertising classified on the basis of _____.
i) Functions ii) Target Audience iii) Media iv) Publicity
4. An Effective method of connecting with the customers in a relaxed and fun-filled atmosphere is _____.
i) Banners ii) Event Marketing iii) Roadshows iv) Video Games
5. Decoding is a process which involves the _____.
i) Sender ii) Receiver iii) Outsider iv) Insider
6. Firm uses the _____ strategy when they target final consumer with promotion.
i) Pull ii) Push iii) Advertising iv) Marketing
7. _____ test is a common copy testing technique.
i) Portfolio ii) Recall iii) Sales Area iv) Purchase
8. Personal selling is _____ to other promotional tools.
i) Complementary ii) Supplementary iii) Fixed iv) Direct
9. _____ is not an external media tool for public relations.
i) Document sharing library ii) Books iii) Periodicals iv) magazines
10. The Ultimate goal of IMC is to affect the behavior of _____.
i) employee ii) Target Audience iii) Shareholder iv) Dealers

Q.1 (B) State whether the following statements are True or False (Any 7) (07)

1. Bill boards are long banners tied to a low-lying plane.
2. Transit Advertising is a form of out of Home Advertising.
3. An advertising goal involves communication task which is specific and measurable.
4. DAGMAR Model is a sales process.
5. Sponsored doesn't pay money for promotion nor have any control over publicity materials.
6. Radio is a vehicle to which advertisers can reach children easily.
7. All messages under IMC are consistent and have a clear voice.

8. Public relation is applicable only to Public Sector Institutions.
9. Bait Advertising takes place when a product is available in bulk.
10. Publicity refers to non- personal communication

- Q.2. A) What is Advertising? Elaborate Advantages of Advertising. (08)
B) Explain in detail about Importance of IMC (07)

OR

- C) Explain DAGMAR Model with an example and a diagram (08)
D) What is IMC? Explain Features of IMC. (07)

- Q.3. A) Explain Communication Process in detail. (08)
B) What is Outdoor Advertising? Explain Merits and Demerits of Outdoor Advertising. (07)

OR

- C) What is Personal Selling? What are the features of Personal Selling? (08)
D) Elaborate News Paper Advertising. Explain its features. (07)

- Q.4. A) Discuss Ethical Marketing. Explain Unethical Practices in Marketing Communication. (08)
B) What are the Advantages and Disadvantages of Advertising on the Internet? (07)

OR

- C) What is Sponsorship? Explain types of sponsors. (08)
D) What are the methods of Direct Marketing on the Internet. (07)

- Q.5. A) What are the advantages of using Internet for IMC (08)
B) Explain Advantages and Disadvantages of Direct Marketing. (07)

OR

- Q.5. Write Short notes on (Any 3) (15)

1. Importance of Publicity
2. IMC planning Process
3. Features of Advertising
4. Business Ethics
5. PULL Strategy

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