

Time: 2½ hrs.

Marks:75

- Note:
1. All questions are compulsory with internal options.
 2. The figures to the right indicate full marks.
 3. Draw a neat diagram wherever necessary.

- Q. 1 (A) Fill in the blanks with the correct answer from the alternatives given below. (08)
(Attempt any 8)
- (1) _____ has developed an alternative response hierarchy model.
(a) Michael Ray (b) Robert Lavidge
(c) Russel Colley (d) Elmo Lewis
 - (2) _____ is a system for receiving and storing oral messages at a telephone address.
(a) Email (b) Voice mail
(c) Fax mail (d) Direct mail
 - (3) _____ advertising relates to creating awareness of the company's name and the nature of its business.
(a) Comparative (b) Financial
(c) Corporate image (d) Political
 - (4) The primary role of the IMC program is to _____.
(a) promote (b) advertise
(c) communicate (d) convince
 - (5) Creating an _____ appeal for a good or service begins with identifying a reason for people to buy.
(a) advertising (b) attractive
(c) emotional (d) innovational
 - (6) _____ is a short-term incentive to encourage purchase or sale of a product or service.
(a) Sales promotion (b) Public relations
(c) Advertising (d) Personal selling
 - (7) _____ is the oldest and original form of direct marketing.
(a) Telemarketing (b) Face-to-face selling
(c) Kiosk marketing (d) Direct mail marketing
 - (8) _____ is the process of assisting and persuading a prospective buyer to buy a product or service in a face-to-face situation.
(a) Peer sales (b) Personal selling
(c) Advertising (d) Publicity
 - (9) _____ is a tangible reward for a particular act, usually purchasing your product or visiting the point of purchase.
(a) Coupons (b) Premium
(c) Contests (d) Sample
 - (10) The unplanned distortion is called _____.
(a) notice (b) noise
(c) communication (d) reaction

- (B) State whether the following statements are True or False. (Attempt any 7) (07)
- (1) Fraud is a deliberate attempt by the organisation to cheat the customers.
 - (2) Advertising is the medium of mass communication.
 - (3) Ethics are moral principles and values that govern the actions and decisions of an individual or group.
 - (4) Magazines are periodical publications.
 - (5) Puffery is a legal way of promoting a product or service through hyperbole or oversized statements that cannot be objectively verified.
 - (6) An Infomercial is a television commercial, generally including a toll-free telephone number.
 - (7) Social media has led to short-term thinking among consumers.
 - (8) The public relations profession is immensely applicable in government and public institutions.
 - (9) Radio is a vehicle through which advertisers can reach children easily.
 - (10) Transit advertising is a form of out-of-home advertising.

- Q.2 (a) Explain the characteristics of IMC. (08)
 (b) Describe the IMC planning process. (07)

OR

- Q.2 (p) Explain the functions of IMC. (08)
 (q) Explain the communication process used in IMC. (07)

- Q.3 (a) Explain the different types of advertising. (08)
 (b) Discuss the role of sales promotion as an IMC tool. (07)

OR

- Q.3 (p) Discuss the benefits and limitations of advertising. (08)
 (q) Enumerate various sales promotion tools for consumers. (07)

- Q.4 (a) Explain the advantages and disadvantages of personal selling. (08)
 (b) Describe the tools of public relations. (07)

OR

- Q.4 (p) What are the essentials of good sponsorships? (08)
 (q) Explain the selling process. (07)

- Q.5 (a) Elucidate the importance of ethics in marketing communication. (08)
 (b) What are the steps followed to evaluate the IMC process? (07)

OR

- Q.5 (p) Write short notes on (Attempt any 3) (15)
- (1) Push and Pull strategy
 - (2) Internet and IMC
 - (3) POPAI
 - (4) DAGMAR
 - (5) Event sponsorship