

**Master of Commerce Examination: May 2016**  
**Semester: II (Centre for Distance Education)**

Day & Date	Semester	Subject Name	Time	Code
Tuesday 17/05/2016	II	Integrated Marketing Communication	11.00 AM To 02.00 PM	210202

**Instructions: Answer any five questions.**

- Q.1** What do you understand by IMC? Which are the various steps to be taken in IMC planning model? **20**
- Q.2** Why is Advertising considered to be significant? Discuss the various types of Advertising? **20**
- Q.3** Discuss the various steps in developing an effective media plan. **20**
- Q.4** What do you understand by the term corporate Advertising? Explain its role and types. **20**
- Q.5** Why is Media Scheduling significant? Elaborate on various media scheduling strategies. **20**
- Q.6** Discuss Internet Advertising. Its features, merits and demerits. **20**
- Q.7 Short notes (any two)** **20**
1. Any two elements of IMC
  2. Event Management
  3. Cinema Advertising
  4. PR Strategies