

**INTEGRATED MARKETING COMMUNICATIONS**

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Time : Three hours

Maximum : 75 marks

PART A — (5 × 3 = 15 marks)

Answer any FIVE of the following  
in about a paragraph.

1. What is targeted marketing?
2. What do you mean by 'Persuasive Advertising'?
3. Write about, 'Gift Coupon'.
4. Define Sales Force Management.
5. What is a 'customer database'?
6. Write about, 'Online Advertising'.
7. Write about, 'catalog marketing'.
8. Write about information super highways.

PART B — (5 × 6 = 30 marks)

Answer any FIVE of the following  
in about a page each.

9. Mention the five major promotion tools.
10. Write the characteristic features of traditional marketing.
11. Explain the concept of Organisational Behaviour (O.B).
12. Mention the main consumer promotion tools.
13. Discuss about the Nature and Benefits of Direct Marketing.
14. Write about Integrated creative strategies.
15. Review the strategies adopted for message evaluation in marketing.
16. Write about Communication Explosion.

PART C — (2 × 15 = 30 marks)

Answer the following in about 3 pages each.

17. (a) Describe the major decisions involved in developing an advertising program.

Or

- (b) Outline the steps in developing effective marketing communication.

18. (a) Identify and discuss the major forms of Direct Marketing and assess their advantages and limitations.

Or

- (b) Write an essay about Indian consumers and their Behaviours.