

**7406/AKO**

**OCTOBER 2008**

**INTEGRATED MARKETING COMMUNICATIONS**

---

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 segmented marketing?
2. Write about Informative Advertising.
3. Explain the Idea of, cash refund offer.
4. Examine the role performed by modern salespeople.
5. What is Home shopping?
6. Write about, Direct-Response television marketing.
7. Explain the term, BUZZ marketing.
8. What is Lobbying?



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

9. Explain the concept of integrated marketing communications. (IMC)
10. Examine the steps involved in Brand Building.
11. What are the common barriers in business communication? How can these be overcome?
12. Define the roles of advertising and public relations in sales promotion.
13. Discuss about personal selling and direct marketing.
14. How customer databases help effective direct marketing.
15. Write about opportunities prevalent for Indian products in global market via Internet.
16. Examine the changing scenario of Indian Economy.

Answer the following in about 3 pages each.

17. (a) The Internet is the latest Public Relations Frontier –How can Indian companies use web site as a Public Relations tool?

Or

- (b) Discuss the direct marketing, distinguish between transaction-oriented marketing and relationship marketing.

18. (a) Write an essay on different methods of effective marketing and discuss about their advantages and limitations.

Or

- (b) Briefly describe the origin and growth of Integrated marketing communications in India and examine the inevitable role played by Advertising and Public Relations.