

- Note:** 1) All questions are compulsory.
2) All questions carry equal marks.

- Q. 1 Answer any two. (7.5 marks each) 15**
- 1) Explain the reasons for growth of IMC (Integrated Marketing communication) ?
 - 2) What is the role of IMC in marketing ?
 - 3) Explain DAGMAR and characteristics of objectives.
- Q. 2 Answer any two. (7.5 marks each) 15**
- 1) Define Public Relation. Explain the types of public Relation.
 - 2) Explain the advantages and limitations of sales promotion.
 - 3) What do you mean by direct marketing ? Explain it's benefits and limitations.
- Q. 3 Answer any two. (7.5 marks each) 15**
- 1) Define Ad agency. Explain features of advertising Agency.
 - 2) What is Brand Positioning ? Explain different brand positioning strategies.
 - 3) Define out of home advertising. Explain features of outdoor advertising.
- Q. 4 Answer any two. (7.5 marks each) 15**
- 1) Explain the types of stereotyping in advertising.
 - 2) Write a detail note on : advertising and children.
 - 3) Explain social role of advertising in detail.
- Q. 5 Case Study : 15**
- A leading fashion store "Stylz" specialising in men's wear is planning to launch a range of value fashion clothing "Style Young" for teenagers and youth (males) between the age group 13-22. They plan to set up retail outlets in all metros initially. These outlets will cater especially to the age group above mentioned, by attending to their clothing accessory, fashion update and makeover needs as well. They also plan to have a men's parlour for personal grooming needs of their clients. Candidates from leading fashion institutes have been roped in for developing the label some leading fashion consultants will help clients with personal consultation. The VP marketing has selected your agency. Budget for advertising is 90 lakhs. You are required to.
- Questions :**
- 1) Develop a complete advertising plan / wrt the budget strategy. 5
 - 2) What sales promotion strategy would you suggest and why ? 5
 - 3) What will be the right media mix and why ? 5

— The End —