

Note: All questions are compulsory.

Q.1 A) Fill in the blanks. (Any 8)

08

1. _____ is not an external media tool for public relation
(Document sharing library, books, periodicals)
2. _____ included item information such as a news release, company background, key spokesperson biographies and other supporting materials
(Press kits, books, copy)
3. _____ mainly focuses on building relationships and managing an image of the organization
(PR, publicity, promotion)
4. it can be an _____ option and it is form of dyadic communication
(Expensive, cheap)
5. Personal selling is _____ to other promotional tools
(Complementary, supplementary)
6. _____ means trying to find new customers
(Prospecting, present, past)
7. _____ approach identifies the buyers needs and buying style and then users an appropriate approach
(Formulated, calculated)

B) True or False (Any 7)

07

1. All messages under integrated marketing communication are consistent and have a clear voice
2. Integrated marketing communication refers to disintegrating all the methods of brand promotion
3. Budget is one of the most critical decisions a marketing manager faces
4. An advertising goal involves communications task which is specific and measurable
5. The major disadvantage of newspaper is its quality of printing, the color or the effects.
6. Consumer and trade promotion fail to generate consumer interest, which lead to trail.
7. Sample refers to distribution of product in an attempt to obtain future sales.
8. Public relation is the means to provide both information and education to people.
9. Sponsored doesn't pay money for promotion nor have any control over publicity materials.
10. There is no much difference between publicity and public relations they are one and the same.

Q.2. A. Discuss the features of integrated marketing communication

15

B. Explain the integrated marketing communication evolution.

OR

OR

A. Define advertising and discuss the features of advertising

15

B. Explain the role of advertising in integrated marketing communications with the help of example

Q.3. A. What is sales promotion? Discuss the scope of sales promotion 15
 B. What are the various types of sales promotion?

OR

OR

- A. What are the features of public relation and publicity?
- B. What are the advantages and disadvantages of public relation?

Q.4. A. Define personal selling and benefits of personal selling. 15
 B. What is the role of personal selling in integrated marketing communication?

OR

OR

C. Design an "Online promotional campaign" for Art- Craft Products. 15

Q.5. Short Notes (Any Three) 15

1. AIDA model
2. event sponsorship
3. Process of personal selling
4. Public Relation
5. Copy Testing

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