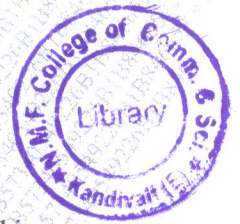


Instruction to students:

Write your answer in detail with suitable points.
Please support your answers with examples.
Kindly maintain neatness and continuity.
Figures to the right indicate full marks.



Q1A.) Attempt any eight from the following: **Attempt any 8/10** (8 Marks)

- 1) _____ is a process of exchanging information, thoughts, and ideas.
a) Letters b) Communication c) Recorded conversations
- 2) _____ is an ongoing conversation on social media that has gained wide popularity and is growing.
a) Twitter b) Tinder c) Snapchat
- 3) _____ are advertisements in the form of news reviews or articles.
a) Emails b) Magazines c) Newsletters
- 4) Sales Promotion consists of all the _____ offered to consumers and channel members to encourage product purchase.
a) Incentives b) Brokerage c) Commission
- 5) _____ has brought media to a global audience.
a) Communication b) Marketing c) Internet
- 6) _____ is possible only by establishing personal communication contact with customers via telephone, emails, booklets and letters.
a) Direct Marketing b) Internet Marketing c) Retailing
- 7) An effective method of connecting with customers in a relaxed and fun-filled atmosphere is _____
a) Banners b) Event Marketing c) Roadshows
- 8) _____ are moral values or principles that govern the actions, behavior and decisions of an individual or group.
a) Personality b) Childhood habits c) Ethics
- 9) Decoding is a process which involves the _____
a) Sender b) Receiver c) Outsider
- 10) _____ Advertising is gaining highest popularity due to being a personal gadget of high frequency use.
a) Mobile b) Desktop c) Video Games

Q1B.) Match the Columns. **Attempt any 7 out of 10.** (7 Marks)

A	B
1) Direct Marketing	a) Spokesperson
2) Publicity	b) Early-bird offers
3) Samples	c) Face-to-face interaction
4) Media Relation	d) Number of clicks
5) Trade Shows	e) Catalogue
6) Sales Promotion	f) Dealer benefits
7) Personal Selling	g) Free of Cost
8) Cause Sponsorship	h) Editorial
9) Online evaluation	i) Negative impression
10) Stereotypes	j) Society benefits

Q2) Answer **any one out of two:**

Q2.a) Explain in detail the alternate response hierarchy model. (7 Marks)

Q2b). What are the deficiencies or limitations in setting of communication objectives? (8Marks)

OR

Q2c.) Explain in detail the reasons and causes for the growth of sales promotion. (7 Marks)

Q2d.) List out and explain the various promotional tools used in IMC. (8 Marks)

Q3) Answer **any one out of two:**

Q3a) Explain the role of Advertising in IMC. (7 Marks)

Q3b) What are the different types of publicity tools? (8 Marks)

OR

Q3c) Explain in detail the tools of Direct Mail Catalogues. (7 Marks)

Q3d) Write a note on Sponsorships and Publicity (8 Marks)

Q4) Answer **any one out of two:**

Q4a) List out the techniques of trade promotion. (7 Marks)

Q4b) Explain the following tools of PR: Blogging, Newsletter, Social Media Marketing. (8 Marks)

OR

Q4c.) Enumerate the role and importance of Internet in IMC. (7 Marks)

Q4d.) List the steps in the IMC evaluation process. (8 Marks)

Q5a.) A young SY BMS student has started a travel website by the name of "Earth Space" and is trying to include trekking, hiking, adventure sports and state wise travel. As a friend please guide him on how he can promote the site among interested segment of travelers and generate curiosity and interest in today's competitive times toward his new site. He has further plans of expansion and availing funding for his new project. Design a promotional campaign for the site using your creative ideas. (15 Marks)

Q5b.) Short Notes. **Attempt any 3/5**

(15 Marks)

- 1) Misleading Claims
- 2) Purchase Simulation Test
- 3) Essentials of good sponsorship
- 4) Tele-Marketing
- 5) Publicity
