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Total No. of Pages : 01

Total No. of Questions : 10

M.Phil (JAMC) (2018 Batch) (Sem.-2)
INTEGRATED MARKETING COMMUNICATION

Subject Code : MPHJMC-202

M.Code : 76044

Time : 3 Hrs.

Max. Marks : 100

INSTRUCTIONS TO CANDIDATES :

2. There are FIVE Units : Units-I, II, III, IV & V.
3. Each UNIT contains TWO questions each, carrying TWENTY marks each.
4. Student has to attempt any ONE question from each UNIT.

UNIT-I

- Q1 What is the meaning of Marketing Strategy? What things play a role in formulation of the marketing strategy?
- Q2 How can the understanding of the communication process help in designing an efficient marketing communication?

UNIT-II

- Q3 Write in detail about the steps involved in organizing a press conference.
- Q4 How has the New Media proved to be a game-changer in the field of event management?

UNIT-III

- Q5 Explain the various components of an advertising campaign.
- Q6 What techniques may be adopted to calculate the efficiency and effectiveness of an advertising campaign?

UNIT-IV

- Q7 What is the difference between the approach to Public Relations in the public, private sector and the MNCs?
- Q8 How can public relations help in dealing with the crisis situation?

UNIT-V

- Q9 Discuss the emergence of new media as a platform for advertising and public relations.
- Q10 In what ways do the advertisers calculate the popularity of Mass Media? What is the relevance of this information?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.