

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)
EXAMINATION: DECEMBER- 2024
THIRD SEMESTER

Sub: Integrated Marketing Communication (MCM -314)

Date: 06/12/2024

Total marks: 60

Time: 2.00pm to 4.30pm

Instruction: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q. 1 Answer the following questions. (Attempt any two) (32)

1. Discuss the role of technological advancements in shaping IMC strategies. How can businesses leverage new technologies to enhance their marketing efforts?
2. Differentiate between Consumer and Trade Promotions
3. Describe various tactics / methods through which one can achieve publicity.
4. Elaborate importance and challenges of social responsibility in advertising.

Q.2 Answer the following questions. (Attempt any two) (16)

1. Define Integrated Marketing Communication (IMC) and explain its significance in the context of modern marketing strategies.
2. Explain the Marketing Communication (MarCom) process.
3. Elaborate Advantages and Limitations of Sales Promotion.
4. Explain various Stereotypes used in advertising.

Q.3 Write short notes. (Attempt any three) (12)

1. Competitive Advantage
2. AIDA model
3. Benefits of IMC
4. Types of Trade Promotions
5. Digital Advertising
6. Events as an IMC tool