

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)

EXAMINATION: MAY - 2025

THIRD SEMESTER

Sub: Integrated Marketing Communication (MCM -314)

Date: 16/05/2025

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. Describe marketing Communication Triangle
2. Elaborate importance and challenges of social responsibility in advertising
3. Explain various Stereotypes used in advertising.
4. Explain SHARE model in detail

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

(16)

1. Write down Various types of Outdoor Media.
2. Write Advantages and Limitations of Advertising
3. Write various Types of Advertisements
4. Write down main types of broadcast media

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

(12)

1. Use and Misuse of Women in Advertising
2. Public Relations
3. Personal Selling
4. Copyrights
5. Trademarks
6. AIDA mode