

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: MAY - 2025
FIRST SEMESTER

Sub: Integrated Marketing Communication (MADPR 22-105)

Date: 26/05/2025

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One) (15)

- A) Explain the concept of Integrated Marketing Communication (IMC). How does it differ from traditional marketing communication? Discuss its importance in modern marketing.

OR

- B) Explain the role of e-commerce in digital marketing. How do businesses leverage digital media for online sales and customer engagement?

Q. 2. Write short notes. (Any Three) (15)

- 1) What is the role of an advertising agency in marketing communication?
- 2) What does ASCI stand for, and what is its role in advertising regulation?
- 3) Define consumer involvement in marketing communication.
- 4) What is the AIDA model in marketing?

Q. 3. Open Ended Question (10)

How do you think social media has changed consumer behavior and brand communication in recent years?
