

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF COMMERCE (M.COM)
EXAMINATION: MAY - 2026
THIRD SEMESTER

Sub: Integrated Marketing Communication (MCM -314)

Date: 20/05/2026

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. Define Integrated Marketing Communication (IMC) and explain its significance in the context of modern marketing strategies.
3. Explain SHARE model in detail
4. Elaborate importance and challenges of social responsibility in advertising

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

1. Differentiate between Consumer and Trade Promotions
2. Elaborate Advantages and Limitations of Sales Promotion
3. Explain various Consumer Promotions
4. Write Key Elements of Advertising

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

1. AIDA mode
2. Benefits of IMC
3. Trademarks
4. Use and Misuse of Women in Advertising
5. Developing an Advertising Strategy
6. DAGMAR model