

Day & Date	Semester	Subject Name	Time	Code	Marks
Friday 27/04/2018	II Fresh Repeater	Marketing Management Integrated Marketing Communication	11.00 AM To 02.00 PM	210202	100

**Instructions: Answer any Five questions Remaining.**

- Q.1** Why is Media Scheduling considered to be necessary? Explain different Media Scheduling strategies. **20**
- Q.2** Discuss Corporate Advertising. Explain its role & types. **20**
- Q.3** State the significance of sales Promotion. Explain the different types of sales Promotion. **20**
- Q.4** Why is IMC considered to be significant? Explain the communication process in detail. **20**
- Q.5** 'Direct Marketing is still considered to be important'. Comment. Discuss the various direct response methods. **20**
- Q.6** Define Public Relations. Describe the various tools of Public Relations. **20**
- Q.7 Write short note (Any Two)** **20**
- a) Television Advertising
  - b) Employee Relations
  - c) Effectiveness of Marketing Communication concept