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SYBMS (Mktg)

Regular

PL3AGR

IMCA

Class: SYBMS (Marketing)

Total marks: 75

Sub: Integrated marketing communication and advertising

(Figures to the right show maximum marks.)

Q.1 Attempt any two questions.

15

- a. Explain the promotional tools for IMC.
- b. Explain sales v/s communication objectives.
- c. Explain DAGMAR in detail.

Q.2 Attempt any two questions.

15

- a. Explain advantages and disadvantages of sales promotion.
- b. What is personal selling and explain features of personal selling.
- c. Explain public relations in detail.

Q.3 Attempt any two questions.

15

- a. Explain planning process in advertising.
- b. What factors will you consider in selection of an advertising agency?
- c. Explain various types of advertising agencies.

Q.4 Attempt any two question.

15

- a. Explain various methods of budgeting.
- b. What are the social and cultural consequences of advertising?
- c. Explain testing process in advertising.

P.T.O.

LEO KIDS

Leo kids is an exclusive retail outlet, which is to be launched on franchise basis on an all India basis. Leo kids is an outlet which will cater exclusively to kids from ages 6 to 15 years and will merchandise all the needs of the kids including clothes, toys, accessories, chocolates, books, CDs, DVDs, games, Sports items, Bi-cycles, etc. It will also have an exclusive kid's restaurant and a separate play area.

Leo kids has appointed you as their Marketing Head. Your first task is to devise a complete communication strategy with IMC perspective. The franchise store is to be launched in all metros and major "A" class cities initially.

Questions:

1. Develop a brand strategy for Leo kids.
2. Develop an advertising strategy for the outlet.
3. Develop a sales promotion strategy.
4. Explain the importance of IMC and how you will integrate the different IMC components at Leo Kids.