



DS 61

Master of Business Administration (MBA) (Semester – IV)
(Under Distance Learning) Examination, December 2017
INTEGRATED MARKETING COMMUNICATION

Date : 17-12-2017

Time : 2.30 p.m. to 5.30 p.m.

Total Marks : 70

Instructions : 1) Answer **any 5** from the following.
2) **All** questions carry **equal** marks.

1. Define Brand. Discuss with the help of example the process of development of brand equity.
 2. Define packaging. How it is different from product design ? Discuss with suitable consumer durable example.
 3. What is communication ? Elaborate various communication models.
 4. Describe structure of advertising agency and its functions.
 5. What is public relation ? How it is different from sales promotion ?
 6. How can website be used as tool for IMC ?
 7. Write short notes on :
 - a) Test Marketing.
 - b) Email Marketing.
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DS 54

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Examination, December 2017
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INTERNATIONAL MARKETING

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Time : 2.30 p.m. to 5.30 p.m.

Total Marks : 70

Instructions : 1) Answer **any 5** from the following.
2) **All** questions carry **equal** marks.

1. What is international business ? Discuss basic mode of entering international business.
 2. How Indian service institutions are helping in development of international trade ? Discuss their role and significance.
 3. What are the various modes to enter into international business ?
 4. How does language complicate the task of global marketers ? Explain with example.
 5. Discuss Indian Exim Policy.
 3. What is trade policy ? Explain various types of trade policies.
 7. The ERPG framework has implications on the strategy formulation process. Explain with the help of example.
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