

Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education

Assignment No.		Name of the Assignment Setter:		Mr.MANJEET KUMAR	
Course Code:	MK04	Class:	MBA/E-MBA/MBA-HR	Semester:	IV

Subject:	INTEGRATED MARKETING COMMUNICATION
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Q.1) Attempt **ANY ONE** of the **Following (1000 Words)** (10)

- a) Explain the Various methods used for advertising measurement and evaluation.
- b) Explain the Various advertising appeal through various stages of PLC

Q.2) Attempt **ANY TWO** of the **Following (800 Words)** (12)

- a) What is internet advertising? Explain its advantage.
- b) Explain the steps involved in development of media plan in detail.
- c) Explain the DAGMAR approach in detail.
- d) Explain in detail about communication mix.

Q.3) Write Short Notes on **(ANY TWO)** (08)

- a) PR & Publicity
- b) Pre-testing in Advertising
- c) Green Marketing
- d) Surrogate Advertising

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