

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

<b>Name of the Assignment Setter:</b>		<b>Mr Manjeet Kumar</b>	
<b>Course:</b>	<b>BBA</b>	<b>Class:</b>	
		<b>Semester:</b>	<b>VI</b>
<b>Subject:</b>	<b>MK 602 Integrated Marketing Communication</b>		
<b>Q.1)</b>	Attempt <b>ANY ONE</b> of the Following <b>(1000 Words)</b>		<b>(10)</b>
<b>a)</b>	What are the different types of Media? List out the advantages and disadvantages.		
<b>b)</b>	What is Media Research? How to measure the impact of Advertisement in different Media?		
<b>Q.2)</b>	Attempt <b>ANY TWO</b> of the Following <b>(800 Words)</b>		<b>(12)</b>
<b>a)</b>	Research indicates that IMC is more used in companies that encounter a high level of competition. Do you think this is true? Give reasons and examples to support your claim.		
<b>b)</b>	Between television and print, what medium is more appropriate for persuading consumers through the central route? Why?		
<b>c)</b>	In house agencies are more reliable than external communication agencies. Comment.		
<b>d)</b>	Although salt is a low-importance, low-thinking product, <i>Tata salt</i> has used emotional appeal in its ' <i>desh ka namak</i> ' campaign. What do you think could be the reason? Do you think it was a wise move?		
<b>Q.3)</b>	Write Short Notes on <b>(ANY TWO)</b>		<b>(08)</b>
<b>a)</b>	Media Planning and Buying		
<b>b)</b>	Sampling Technique		
<b>c)</b>	Sweepstakes		
<b>d)</b>	TTL promotion		
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