

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTERS OF ARTS IN MASS COMMUNICATION**  
**ADVERTISING AND PR**  
**EXAMINATION: JANUARY - 2024**  
**FIRST SEMESTER**

**Sub: Integrated Marketing Communication (MADPR 22-105)**

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**Date: 22/01/2024**

**Total Marks : 40**

**Time: 10.00 am to 12.00 am**

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***Instruction:***

*All questions are compulsory.*

**Q. 1. Answer the following. (Any One) (15)**

A) Define IMC. Discuss the process of integrated marketing communications in detail.

**OR**

B) Highlight the importance of PR activities in developing an effective IMC Plan. Support your answer with relevant examples.

**Q. 2. Write short notes. (Any Three) (15)**

- 1) Publicity.
- 2) Functions of advertising.
- 3) Appeals in advertising.
- 4) Roles advertising.

**Q. 3. Open Ended Question (10)**

Assume that you have been appointed as Manager for a Multinational Firm entering Indian markets with its brand of "Packaged Salted Waters". Design an 'IMC Programme' for this firm in the capacity of Marketing Manager Justify your answer appropriately.

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