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POONA INSTITUTE OF MANAGEMENT
SCIENCES & ENTREPRENEURSHIP

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MBA GENERAL (SEM - II)
217MKT: Integrated Marketing Communication
(2019 PATTERN)

SHORT QUESTIONS

1. Explain integrated marketing communication.
2. Explain the evolution of integrated marketing communication
3. Describe the role of integrated marketing communication in creating brand identity.
4. Describe Communication Mix
5. Explain the role of integrated marketing communication in creating brand equity.
6. Explain the concept of Advertising
7. Describe the role of Advertising
8. Explain the Function of Advertising
9. Mention the types of Advertising
10. Explain the structure of an advertisement
11. Explain the types of media
12. Describe the growth and importance of media
13. Explain Internet advertising
14. Explain email Advertising
15. What are the print media options available to the companies?
16. What is sales promotion
17. What are the different methods of Sales promotion
18. What is the scope of Sales promotion
19. Explain the role of sales promotion
20. Elaborate the concept of personal selling
21. Define Public Relation
22. Mention the difference between Public relation and Advertising
23. Role of internet in public Relation
24. Mention the advantages and disadvantages of Publicity
25. How one can create positive image building activity through public relation.