

Roll No.

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Total No. of Questions : 17

MBA (Sem.-4)

INTEGRATED MARKETING COMMUNICATION AND SALES MANAGEMENT

Subject Code : MBA-923-18

M.Code : 77808

Date of Examination : 20-05-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** contains **EIGHT** questions carrying **TWO** marks each and students have to attempt **ALL** questions.
2. **SECTION-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and students have to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consists of **ONE** Case Study carrying **TWELVE** marks.

SECTION-A

Write short notes on :

1. What is planning model of Integrated Marketing Communications?
2. What is Advertising Budgeting?
3. Explain the strategies in Direct Marketing.
4. Explain the types of Internet Advertising.
5. What do you mean by personal selling?
6. What are the objectives of sale management?
7. What are the qualities of a sales manager?
8. Explain sales budget.

SECTION-B

UNIT-I

9. Explain the steps involved in Integrated Marketing Communication programme.
10. Explain the elements of media strategy and also its implementations.

UNIT-II

11. How publicity is different from public relations? Explain the strategies and tools of Public Relations.
12. How international advertising is different from domestic one? Explain global environment in advertising.

UNIT-III

13. Explain the types of sales organizations. Explain their importance.
14. Explain the different sales related marketing policies.

UNIT-IV

15. Explain Psychology of customers while purchasing product. Discuss its various elements.
16. Explain the difference between organizing display, showroom and exhibition with the help of examples.

SECTION-C

17. Case Study :

Hollywood film studios like Warner Bros, Columbia Tristar, etc., have established their offices in India to distribute English films in the country. Due to the regulations imposed on foreign distribution companies, these studios could not take up distribution of Indian films until 1990. However, with the Government of India relaxing the norms at the end of 1990, some of these studios began to take up distribution of Indian films both in and out of India. The caselet primarily talks about Hollywood film studios establishing themselves in India and explains the film distribution process in India. It also discusses how foreign film studios have introduced about Indian companies taking up English film distribution in India.

Emerging Issues are :

- a) Film distribution system in India
- b) Impact of government regulations on foreign players
- c) Increasing patronage for Hollywood films in India.

Introduction

India produces the highest number of films in the world and comfortably eclipses Hollywood, the world's largest film industry, in terms of reach and production costs. In 2004, the Indian film industry produced more than 900 films in all languages, which was more than double the number of Hollywood films produced in the same year.

Questions for Discussion :

- a. Discuss the different trends in Hollywood film distribution in India. Do you agree with analysts' view that Hollywood studios might find it tough to produce and distribute mainstream Indian cinema in India?
- b. Mention the factors that contributed to the increase in the success of Hollywood films (both straight and dubbed versions) in India in 1990s and 2000s. Do you think Indian companies that ventured into distributing Hollywood films in India will succeed? Give reasons for your answer.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.