

Integrated Marketing Communication Exam Paper

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Integrated Marketing Communication Exam Paper

Final Examination Semester 1 / Year 2012

Q 2 You are the marketing manager for Chicken Rice Shop located in Kuala Lumpur. You were requested by your boss to prepare an integrated marketing communication (IMC) plan for this year. Outline an IMC plan for the Chicken Rice Shop for the year 2012 (Total: 20 marks). Q 3 a) List and explain 4 major components or tools of promotion or

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Integrated Marketing is an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise; it attempts to meld all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media, through their cluster exam and the oral presentation

Reg. No. - Anna University

2 BS2120 12 (a) Describe the process of successful media planning. Or (b) What are 'Product-oriented' and 'Consumer-oriented' appeals in Advertising? Illustrate your answer. 13 (a) Explain the factors considered for measuring the impact of Advertisements

Question Paper Of Marketing Communication N6

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STUDY OF THE EFFECTIVENESS OF ONLINE MARKETING ON ...

This is to certify that the dissertation titled —Study Of The Effectiveness Of Online Marketing On Integrated Marketing Communication is the bona-fide research work carried out by Ms Amruta Vijay Pawar, student of MPhil, at DY Patil University, School ...

Reg. No. - Anna University

14 (a) Why most of the corporate prefer integrated service marketing communication? Discuss Or (b) How does the corporate are designing service delivery system? Explain with suitable case 15 (a) Discuss how the service strategies vary sectorwise? Why there is variation? Or

Questions for final exam - NTOU

An Overview of Marketing Q1: What are marketing mix and the four Ps? Please give a real example to explain what marketing mix and the four Ps are Terms: Marketing Marketing management philosophies: production, sales, market and societal marketing orientations Marketing mix: product, distribution (place), promotion and pricing (the four Ps)

Marketing Communications - Edinburgh Business School

Marketing Communications Chris Fill is Principal Lecturer in Marketing and Strategic Management at the University of Portsmouth He is also the Senior Examiner for the Marketing Communications module offered by the Chartered Institute of Marketing on the Professional Diploma Programme, in addition to being a Fellow of the CIM

SAMPLE EXAM - DECA

exam marketing career cluster the marketing career cluster exam is used for the following events: apparel and accessories marketing series aam automotive services marketing series asm business services marketing series bsm buying and merchandising team decision making btdm food marketing series fms integrated marketing campaign-event imce

PONDICHERRY UNIVERSITY

PONDICHERRY UNIVERSITY (A Central University) DIRECTORATE OF DISTANCE EDUCATION Advertising and Sales Promotion Paper Code: MBMM 4003 MBA - MARKETING IV - Semester Author Sk Md Nizamuddin Asst Professor, 43 Lesson 43 - Advertising and principles of Integrated Marketing Communication and image building 165 V

MARKETING COMMUNICATIONS

Evaluate the role of integrated marketing communications in marketing programs Integrated marketing communications Communication models Branding Advertising 20 % Promotion Venues Please note that the questions below will not appear on your exam

[4088] - 102 - Savitribai Phule Pune University

[4088] - 102 PGDMM (Semester - I) Examination, 2011 102 : SALES MANAGEMENT INTEGRATED MARKETING COMMUNICATIONS (2008 Pattern) (New) Define and highlight the importance of Integrated Marketing Communication (IMC) in present day's business with example Outline the IMC Planning

EXAMINATION : BRAND MANAGEMENT DATE : MAY 2012 ...

Ms Mao Jingbo, Vice President and Head of Marketing of Mercedes-Benz (China), is responsible for marketing and brand communication for the Mercedes-Benz brand in mainland China Ms Mao is an expert authority on marketing, brand management, international communication, public relations, corporate social responsibility, and

Studyguide for Bare Bones Introduction To Integrated ...

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Understanding the Impact of Synergy in Multimedia ...

Understanding the Impact of Synergy in Multimedia Communications Integrated marketing communications (IMC) emphasize the benefits of harnessing synergy across multiple media to build brand equity of products and services Modern advertising textbooks adopt the IMC perspective (eg, Belch and Belch 1998), major universities offer IMC courses

Specimen examination questions and suggested approach ...

Specimen examination questions and suggested approach and solution relating to each chapter Chapter 1 Development of a strategic approach to marketing - its culture; internal macro- and external micro-environmental issues The meaning of the term 'marketing' remains an area of confusion in the minds of many As a marketing

SAMPLE EXAM - GHS DECA

the process of removing the jammed paper What is the best way to use the manual to clear the communication A downward B formal C upward D horizontal Test 1121 MARKETING CLUSTER EXAM 8 Test 1121 MARKETING CLUSTER EXAM Test 1121 MARKETING CLUSTER EXAM Test 1121 MARKETING CLUSTER EXAM Test 1121 MARKETING CLUSTER EXAM Test

Centering Prayer And The Healing Of The Unconscious

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Syllabus--Marketing Fundamentals - BUAD 307

Brief Interdisciplinary Paper due 2/05 Project Proposal due 2/14 15 4/23 Integrated Marketing Communication Advertising Promotion Contagious, epilogue Text, chs 17 -18 All extended time and distraction free environment exam administrations will be done by D DSP, either in the Testing Center (SSL 301) or in ACC 304

Marketing COURSE NUMBER: 29:630:363 COURSE TITLE ...

primary means of marketing communication The course will cover all aspects of these communications tools, from planning, brand positioning, campaign development, communication and an Integrated Marketing Communications perspective Advertising & Marketing group paper and each group will give a presentation in class- all group members