

2021
Master of Commerce
Third Semester
Group – A: Marketing
MC-303: Integrated Marketing Communication and Brand Equity

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast one question from each Unit.

x-x-x

UNIT – I

- I. Define branding. Discuss in detail the 'brand decision making process'. With suitable example. (16)
- II. What is attitude? How an attitude is formed? Discuss the change in attitude. (16)
- III. What do you mean by marketing communication? What are the functional areas of marketing communication? (16)

UNIT – II

- IV. What is the importance of branding? Discuss in detail the opportunities that lie with branding. (16)
- V. Explain the concept of brand equity. Also, discuss the four assets associated with the brand. (16)
- VI. Explain how internal branding may lead to brand success? (16)

UNIT – III

- VII. Discuss in detail the creative strategy development. (16)
- VIII. Discuss the meaning, importance and criticism of internal marketing. (16)

UNIT – IV

- IX. What is e-mail marketing? Discuss the steps to start e-mail marketing strategy and keys to improve it. (16)
- X. Define media planning. Discuss various steps of media planning. What are the problems faced in media planning? (16)

x-x-x