**Rajasthan Institute of Engineering & Technology, Jaipur**

**University Roll No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

II Year MBA III Semester  I Mid-Term Examination, October – 2018

Subject: - IMC SET- A

Time: - 2 Hrs. [Maximum Marks: -20]

 [Min. Passing Marks: 08]

Instructions to the Candidates:

Attempt any 4 questions from Section A and Section B is Compulsory.

**Section A**

1. Write down the concept of marketing communication. (3)
2. How many types are there in advertising? (3)
3. What do you understand by advertising agency? (3)
4. Explain about advertising planning. (3)
5. Briefly explain the models of marketing communication. (3)
6. Explain about advertising budgeting. (3)

**Section B**

1. Explain in detail the role of IMC in marketing process (4)

 2. Explain the departmentalization in advertising agency (4)