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

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

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

Subject: - IMC SET- B

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. Explain the objectives of advertisement in detail. (3)

1. What are the factors which affect the marketing communication mix.(3)
2. Write down the method of remuneration in advertising agency. (3)
3. Explain the functions of advertising agency. (3)
4. Write down the IMC tools. (3)
5. Write a detailed not on advertisement. (3)

**Section B**

1. Why it is so important to study the advertisement for business? (4)

2. Explain the concept of marketing communication and marketing mix. (4)