

SEM IV INTERNAL QUESTIONS

Integrated Marketing Communication

- **ROLL NO. 2060**

1. Define Advertising? Explain in brief features of advertising.
2. Discuss the points involved in managing Public relations.
3. Explain the advantages of QR Codes.
4. Explain briefly the scope and role of sales promotion.
5. Define direct marketing. Explain in detail attributes and objectives of direct marketing.

- **ROLL NO. 2097**

1. Explain the Disposal management.
2. Explain the Labour variance.
3. Raj Ltd. Produces and sales articles at Rs.10 each. The marginal cost of production is Rs.6 each and fixed cost is Rs 400 per annum.

Calculate

1. P/V ratio
 2. The break even sales (in Rs. And Nos.)
 3. The sales to earn a profit of Rs.500
 4. Profit at sales of Rs.3000
 5. New break even point of sales price is reduced by 10%
4. Explain JIT System.
 5. What is Responsibility centre?

This document was created with Win2PDF available at <http://www.win2pdf.com>.
The unregistered version of Win2PDF is for evaluation or non-commercial use only.
This page will not be added after purchasing Win2PDF.