

**QP CODE**

**H2052**

**Enrollment Number: .....**

**Name: .....**

**M.COM DEGREE EXAMINATIONS, FEBRUARY 2026**

**Fourth Semester**

**M.Com**

**M21CM13DE – Integrated Marketing Practice**

**(2023 July admissions)**

**Time: 3 Hours**

**Max Marks: 70**

**Section A**

**Answer any five of the following questions in two or three sentences each. Each question carries 2 marks.**

1. Narrate the concept of Integrated Marketing Communication.
2. What is Global Marketing?
3. Define Supply Chain Management.
4. Brief any two bases used for Global Market Segmentation.
5. What do you mean by Buyer Behavior?
6. Mention the major difference between penetration pricing and skimming pricing strategies in a global context.
7. List any two recent trends in IMC.
8. What is meant by Website Analytics?

**(2X5=10)**

**Section B**

**Answer any six of the following questions in a paragraph each. Each question carries 5 marks.**

9. Describe the various elements of brand management.
10. What is supply chain dynamics? Name the multiple views of a supply chain dynamic.
11. List the different legal issues in Digital Marketing.
12. Mention the initial modes of entry into the global market.
13. Examine the Significance of Search Engine Optimization.

14. Briefly explain the steps for evaluation of the effectiveness of Integrated Marketing Communication programmes.
15. Illustrate the major micro environment factors influencing campaign design.
16. Discuss the different phases of planning a website.
17. What challenges do companies face when introducing global products in diverse international markets?
18. Identify and explain the different types of mass customisation.

**(5X6=30)**

### **Section C**

**Answer any two of the following questions in four pages each. Each question carries 15 marks.**

19. Describe in detail the phases of the social marketing planning process.
20. What is global logistics? Describe the significance of global logistics.
21. Analyze in detail the key steps businesses should follow to implement Green Marketing successfully. Narrate some Green Marketing practices of Indian Companies.
22. Logistics Performance Cycle refers to a series of activities. Elaborate.

**(15X2=30)**