

# CBCS SCHEME

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16MBAMM402

Fourth Semester MBA Degree Examination, Dec.2018/Jan.2019

## Integrated Marketing Communication

Time: 3 hrs.

Max. Marks:80

**Note:** 1. Answer any **FOUR** full questions from Q.No.1 to 7.  
2. Q.No. 8 is compulsory.

- 1 a. What is communication process? (02 Marks)  
b. Explain IMC planning model. (06 Marks)  
c. Explain advertising appeal in various stages of PLC. (08 Marks)
- 2 a. What is PR and publicity? (02 Marks)  
b. Explain types of Marketing Communication. (06 Marks)  
c. Explain Pre-testing and Post-testing in advertising effectiveness. (08 Marks)
- 3 a. What is Advertising Agency? (02 Marks)  
b. Explain on online Governance and ICANN (Internet Corporation for Assigned Names and Numbers). (06 Marks)  
c. Explain types of ad agencies. (08 Marks)
- 4 a. What is Media Evaluation? (02 Marks)  
b. Briefly explain criteria for selecting Ad Agencies. (06 Marks)  
c. Explain services offered by various Ad agencies. (08 Marks)
- 5 a. What is Print Media? (02 Marks)  
b. Describe the types of co-operative advertising. (06 Marks)  
c. Discuss in detail about developing media plan. (08 Marks)
- 6 a. What is Direct Marketing? (02 Marks)  
b. Explain briefly about the support media. (06 Marks)  
c. Explain in detail on Broadcast Media Evaluation. (08 Marks)
- 7 a. What is co-operative advertising? (02 Marks)  
b. Discuss in detail Direct Marketing strategies. (06 Marks)  
c. Discuss in detail the factors influencing International Advertising. (08 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

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**CASE STUDY**

BYJU – The learning app is popular brand name for think and learn private Ltd., a Bengaluru based educational technology (ed tech) and online tutoring company that has recently received large-scale attention from students across India and attracted investors from across the globe. It was founded in 2011 by Byju Raveendran at Bengaluru, Karnataka, India. Byju's was the first investment in Asia from the Chan Zuckerberg Initiative.

Their Flagship product is a smart phone app named BYJU's. The learning App that was made available since August 2015. The App serves educational content mainly to school students from classes 4 to 12 (primary to higher secondary). Besides company trains students for competitive examinations in India such as IIT-JEE, NEET, CAT, IAS as well as for international examinations such as GRE and GMAT.

BYJU's operates roughly on a Freemium business model where a paid subscription is required for most of the content.

BYJU launched its latest ad campaign across TV and digital mediums with Bollywood actor Shah Rukh Khan.

Questions:

- a. With the increasing word of mouth and growth of the BYJU's, what can be the IMC strategy BYJU's can adopt, explain in detail. (08 Marks)
- b. Explain in detail the pros and cons of each IML media you have selected in IMC strategy. (08 Marks)

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