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14MBAMM408

**Fourth Semester MBA Degree Examination, Dec.2017/Jan.2018**  
**Integrated Marketing Communication**

Time: 3 hrs.

Max. Marks:100

**SECTION - A**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 What is Creativity? (03 Marks)
- 2 What is push and pull promotional strategies? (03 Marks)
- 3 What is an in house agency? What are its advantages? (03 Marks)
- 4 What is DAGMAR approach? (03 Marks)
- 5 What is the purpose of a headline? (03 Marks)
- 6 What is a script or storyboard? (03 Marks)
- 7 What is Pop-ups and Pop-unders? (03 Marks)

**SECTION - B**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 What are the advantages and disadvantages of Direct Marketing? (07 Marks)
- 2 Discuss top-down approaches to establish the promotional budget. (07 Marks)
- 3 Distinguish between the publicity and public relation. (07 Marks)
- 4 "Co-operative advertising where the cost of advertising is shared by more than one party". Discuss. (07 Marks)
- 5 Discuss the significance of advertising in marketing. (07 Marks)
- 6 What are the components of print advertising? (07 Marks)
- 7 What is transit advertising? States its advantages and disadvantages. (07 Marks)

**SECTION - C**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Explain the range of services of full service advertising agency. (10 Marks)
- 2 Explain various elements of communication process. (10 Marks)
- 3 Explain types of corporate advertising. (10 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.

- 4 Explain the methods used for pretesting the copy. (10 Marks)
- 5 Explain the decision criteria for selecting an agency to handle international advertising. (10 Marks)
- 6 Explain the series of stages involved in developing a media plan. (10 Marks)
- 7 Explain advantages and limitations of Broadcast media. (10 Marks)

**SECTION - D**  
**CASE STUDY – [ Compulsory ]**

A health drink called Malt-K was manufactured by a company based in Mumbai. This beverage was consumed by children during lunch hour at school. Children need healthy drink for their growth.

This company also manufactured several beverages of which Malt-K had the most market share. The taste was liked by children and most parents bought it.

It was reasonably priced, and was available in packets and jars. After successfully selling this product for ten years like any other product, this product too showed signs of decline, concerned by this, the company stepped up its advertisement using multiple media. Ad was given in children's magazine. Essentially TV as a media using sports channel was chosen to show the benefit of consuming this drink by children, since sports channel was very popular. The company also found that though there was competition, it was not a threat. However, in the light of declining trend, the company wanted to give new lease of life/push to the product. Therefore they decided to introduce some promotion measures, so as to increase the sale.

**Questions :**

- a. Suggest Promotion measures to boost the sales. Choose among and give reasons for choosing it.
  - i) Price Discount
  - ii) Volume Discount
  - iii) Shelf display
  - iv) Contest
  - v) Sweepstake
  - vi) Coupon redemption(10 Marks)
- b. Describe the Ad campaign that you would undertake to extent the life of the product. (10 Marks)

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