



CBCS SCHEME

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16/17MBAMM402

Fourth Semester MBA Degree Examination, Aug./Sept. 2020 Integrated Marketing Communication

Time: 3 hrs.

Max. Marks:80

**Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No. 8 is compulsory.**

- 1 a. Define IMC. (02 Marks)
b. Explain the basic model of communication with example. (06 Marks)
c. Describe the IMC planning model with a neat diagram. (08 Marks)
- 2 a. What are creative boutiques? (02 Marks)
b. Explain DAGMAR approach with its criticisms. (06 Marks)
c. Discuss the various budgeting methods used in advertising. (08 Marks)
- 3 a. What are the objectives of media planning? (02 Marks)
b. What are the creative tactics used for print ads? Explain. (06 Marks)
c. Discuss the advantages and disadvantages of TV medium. (08 Marks)
- 4 a. Define corporate advertising. (02 Marks)
b. Explain the problem encountered in media planning. (06 Marks)
c. Describe the advantages and disadvantages of direct marketing. (08 Marks)
- 5 a. Define push and pull promotion strategy. (02 Marks)
b. Explain the criterion used for evaluating ad agencies. (06 Marks)
c. Discuss the various methods used for measuring advertising effectiveness. (08 Marks)
- 6 a. Distinguish between advertising and sales promotion. (02 Marks)
b. Explain the special issues in industrial selling. (06 Marks)
c. Describe the advantages and disadvantages of internet advertising. (08 Marks)
- 7 a. What is B2B communication? (02 Marks)
b. Explain the various tools of public relation. (06 Marks)
c. Explain in detail the international advertising environment. (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.

8 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 test 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 children's magazine. Essentially TV as a media using sports channel was chosen to show the benefit of consuming this drink by children, since sport channel are 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 to the product. Therefore, they decided to introduce some promotional measure so as to increase the sale.

Questions :

- a. Suggest suitable promotional measures to boost the sales. (08 Marks)
- b. Describe the Ad Campaign that you would undertake to extend the life of the product. (08 Marks)

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