

USN

--	--	--	--	--	--	--	--	--	--

16/17MBAMM402

**Fourth Semester MBA Degree Examination, Feb./Mar. 2022**  
**Integrated Marketing Communication**

Time: 3 hrs.

Max. Marks:80

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

- 1 a. What do you mean by Integrated Marketing Communication? (02 Marks)  
b. Explain the advertising appealing factors of different stages of product life cycle. (06 Marks)  
c. Bring out the difference between advertising versus marketing mix. (08 Marks)
- 2 a. Define DAGMAR approach. (02 Marks)  
b. Discuss various services offered by various advertisement agencies. (06 Marks)  
c. Explain the factors considered before choosing an advertising agency. (08 Marks)
- 3 a. What is advertising creativity? (02 Marks)  
b. Bring out the importance of headlines and body copy in advertising. (06 Marks)  
c. Critically examine the problems encountered in media planning. (08 Marks)
- 4 a. Define corporate advertising. (02 Marks)  
b. What are the advantages and disadvantages of direct marketing? (06 Marks)  
c. Elaborate the tools of public relation strategies. (08 Marks)
- 5 a. List out the importance of advertising research. (02 Marks)  
b. Discuss the steps involved in integrated marketing communication model. (06 Marks)  
c. Explain pre testing and post testing techniques used in advertisement research. (08 Marks)
- 6 a. Explain online governance and ICANN (Internet Corporation for Assigned Names and Number) in brief. (02 Marks)  
b. What are the advantages and limitation of internet advertising? (06 Marks)  
c. Identify different advertisement budget methods used by advertisement manager. (08 Marks)
- 7 a. What is push and pull strategy in advertising? (02 Marks)  
b. Write short notes on:  
(i) Sales promotion (ii) Trade promotion (iii) Broadcast media (06 Marks)  
c. Determine how integrated marketing communication differs from traditional advertising. (08 Marks)
- 8 **Case Study:**  
HRX sports is into manufacturing and marketing HRX brand named sports accessories like sport shoes, T shirts, gloves and few sports equipments in Indian and few foreign markets. HRX had been in Indian market for past 10 years and about 6 years back it had started exporting its products to foreign markets also. There was steady growth in the sales for the past few years, but for the last 2 years there has been reduction in sales in both domestic as well as foreign markets. Hence the CEO of the company Mr. Hrithik is thinking of better promotional activities, for both domestic as well as foreign markets.  
**Questions:**  
a. Suggest few promotional strategies to boost the sale of HRX products. (08 Marks)  
b. Can the promotion strategy be same for both domestic as well as foreign markets? Justify your answer. (08 Marks)

\*\*\*\*\*