

USN

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

16/17MBAMM402

**Fourth Semester MBA Degree Examination, July/August 2022**  
**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. Define IMC. (02 Marks)  
b. Discuss the various participants/steps involved in developing IMC programme. (06 Marks)  
c. Explain IMC planning model in detail. (08 Marks)
- 2 a. What is Creative Agency? (02 Marks)  
b. Explain the services offered by full service ad agency. (06 Marks)  
c. Explain DAGMAR approach for setting advertising objectives. (08 Marks)
- 3 a. Distinguish between Publicity and Public relation. (02 Marks)  
b. Explain the objectives of advertising. (06 Marks)  
c. Explain the concept of advertising budgeting with its different approach. (08 Marks)
- 4 a. What do you mean by direct marketing? (02 Marks)  
b. Explain the concept of corporate advertising. (06 Marks)  
c. Explain the different criterias used for selecting ad agencies. (08 Marks)
- 5 a. List any four Direct Marketing Strategies. (02 Marks)  
b. Explain the various methods used for evaluation of advertising. (06 Marks)  
c. Write a note on Promotion, Importance and its tools. (08 Marks)
- 6 a. What do you mean by measurement in "Advertising"? (02 Marks)  
b. Write a note on Internet Advertising, stating its merits and demerits. (06 Marks)  
c. Briefly explain the emerging issues in International Advertising. (08 Marks)
- 7 a. What do you mean by B2B communications? (02 Marks)  
b. Write a note on importance of analyzing global environment for International Advertising. (06 Marks)  
c. Briefly explain special issues in Industrial Selling. (08 Marks)

8 Case Study (Compulsory) :

Founded in 1982, Eureka Forbes Ltd. is multiproduct, multichannel organization and India's leading health and hygiene brand. Eureka Forbes has been a pioneer and trend settler in direct sales in India and is one of the largest Direct selling companies in the world today. In addition to the direct sales force it has retail, Institution and e-Commerce channels. Despite of their entry in to online sales since 2011, the company still drives a significant share of its revenues by knocking on the doors of prospective customers. Over 8000 Eureka Forbes sales person still knock on 30 lac doors every year selling their products.

- a. Identify and explain the advantages enjoyed by Eureka Forbes through Direct Marketing/Sales. (08 Marks)
- b. Having 8000 sales persons as a part of Direct Marketing in the era of technology is a right decision? Comment. (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.