

05MBAMM417

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NEW SCHEME

Fourth Semester MBA Degree Examination; July 2007
Business Administration
Integrated Marketing Communications

Time: 3 hrs.]

[Max. Marks:100

Note : Answer any FIVE full questions in which Q-8 is compulsory.

- 1 a. What is Integrated Marketing Communications? (03 Marks)
b. Explain various methods by which advertising agencies are compensated. (07 Marks)
c. Explain the participants in integrated marketing communications process. (10 Marks)
- 2 a. What is an advertising agency? List out types of ad agencies. (03 Marks)
b. Explain the role of direct marketing in IMC. (07 Marks)
c. Explain source factors. (10 Marks)
- 3 a. What is meant by event management? (03 Marks)
b. Explain 'DAGMAR' approach. (07 Marks)
c. Explain different types of sales promotion techniques. (10 Marks)
- 4 a. What is TRP rating? (03 Marks)
b. Compare and contrast commercial and non commercial advertising with examples. (07 Marks)
c. Explain the advantages and disadvantages of direct marketing. (10 Marks)
- 5 a. What is sales promotion? (03 Marks)
b. What are the methods of scheduling? Explain. (07 Marks)
c. Compare the benefits and limitations of television and newspaper media. (10 Marks)
- 6 a. What is creative boutique? (03 Marks)
b. Explain various approaches for setting promotional budget. (07 Marks)
c. Bring out the differences between marketing and communications objective. (10 Marks)
- 7 a. What is international advertising? (03 Marks)
b. What are the advantages and disadvantages problems in global advertising? (07 Marks)
c. What is public relations? Explain marketing public relations functions. (10 Marks)

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8 Case Study

New Global Market Segment

Multinational companies recognize that one of their major global marketing challenges is tapping into billions being spent by teens around the world. The convergence in teens tastes, attitudes and product preferences is being driven by several factors. The most powerful unifying force among teens is television, including TV advertising. TV has helped create a single market in US and satellite TV helping to do the same elsewhere. Companies run European or Asian wide campaigns by using similar ads in series of national markets. MTV, the New York based music network, is watched in nearly 100 countries and is tremendously popular in Europe, reaching 60 million households. Music and sports are universal languages for teens. Some companies are developing new products for the global teen market.

The advertising sales director of MTV, Europe says, "An 18 year old in Germany has more in common with another 18 year old in France than he does with his own parents. We consider them as one nation". To many marketers, teens are an important global market segment.

Questions :

- a. Do you believe that teens around the world are to be considered to belong to 'one nation'? If so how? (05 Marks)
- b. How is the 'Indian teen' to be marketed by different product marketers? (05 Marks)
- c. State the significance of media advertising to Indian teens. (05 Marks)
- d. How has MTV India played an important role in youth marketing? (05 Marks)

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05MBAMM417

16

Fourth Semester MBA Degree Examination, Dec. 07 / Jan. 08
Integrated Marketing Communication

Time: 3 hrs.

Max. Marks: 100

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

- 1 a. What is Sponsorship? Explain briefly with an example. (03 Marks)
b. Compare and contrast direct marketing and advertising. (07 Marks)
c. Explain the reason why corporate advertising is controversial. (10 Marks)
- 2 a. What is spot advertising? Give an example. (03 Marks)
b. Explain the different types of cooperative advertising. (07 Marks)
c. Explain in detail the four stages involved in media planning. (10 Marks)
- 3 a. What is meant by portfolio test? (03 Marks)
b. Explain the criticism against Dagmar approach. (07 Marks)
c. Explain the various promotional tools used to organize an event. (10 Marks)
- 4 a. What are the advantages/ disadvantages of transit advertising? (03 Marks)
b. Are fear appeals effective? Discuss the implications of using fear in advertising. (07 Marks)
c. Explain in detail how various environmental factors impact international advertisement. (10 Marks)
- 5 a. List out the elements of I.M.C? (03 Marks)
b. How does ad agency acquire clients and why do they loose them? (07 Marks)
c. Explain in detail the factors to be considered for successful implementation of media strategy. (10 Marks)
- 6 a. What is meant by event management? (03 Marks)
b. Explain the advertising copy testing (pre testing) based on psychological response. (07 Marks)
c. Explain the various types of specialized service agencies. (10 Marks)
- 7 a. What is copy platform? Explain. (03 Marks)
b. Distinguish publicity and public relations. (07 Marks)
c. What are the various types of headlines? When will each be useful? Give examples. (10 Marks)

CASE STUDY

With cartoon network as the latest children attraction, the children of today have transformed overnight into little men and women, increasing peer pressure in invading into innocence of childhood. This leaves behind traces of consumer boom in the ductile mind. Thus ads bring in a child into focus.

'Today's kids are incredibly brand conscious' says the V.P. of a reputed F.M.C.G company. "For me, a toothpaste is a toothpaste. But for any daughter, it is pepsodent" says the V.P. according to the chief of IMRB, children play a great role in advertising. This phenomenon is not just confined to urban areas. For Bata, for example, school shoes have always remained key contributor to its coffers, despite the seasonality of sales. But fierce competition from other cheaper local brands was slowly chipping away its monopoly.

Corporates like Maruti, Modi Xerox, Nivea, none of whom have quite direct child - related products, have never the less brought in these little devils either in their campaigns or as a part of their marketing strategy for the potential they hold. The prospective buyer is a kid is never forgotten. Where the children are not the direct targets, companies utilize them as goodwill messengers. Moulding them as customers, when they grow up has become an absolute necessity.

Competitive brands are widely available today. But one thing that they can never match is the core aspect of quality. Bata value of trust dependable and tough shoes which the customer can bank on. The communication task is therefore to reinforce all these values into these low involvement product category, says the chief of ad agency Hindustan Thomson.

Santro has ridden Piggy back on Shah Rukh's frenzied success. But why? Hyundai India's M.D said that the logic behind the choice was simply that Shah Rukh was same one with whom both "kid and his parent" can relate to. Hence Shah Rukh used as brand ambassador. The company believes that "one day when kids grow up, there is a possibility they will come back to us".

Questions:-

- a. What are the associative values of a kid with the product offering? (05 Marks)
- b. Whether kids should be involved in advertisements in general? Whether kids should become part of campaigns for products meant for kids and others? (05 Marks)
- c. Whether brand value through kids entails a long term relationship since the kids might comeback to the product when they grow up? (05 Marks)
- d. Do you think that involving kids in products not related to them in the immediate present will be beneficial in building corporate image and relationship marketing? (05 Marks)

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05MBAMM417

Fourth Semester MBA Degree Examination, June – July 2009

Integrated Marketing Communication

Time: 3 hrs.

Max. Marks:100

Note: Answer any Four full questions from Q No.1 to 7, Q No. 8 is compulsory.

- 1 a. What is sleeper's effect? (03 Marks)
b. Explain the reasons for the growth of IMC. (07 Marks)
c. Explain the various source and message factors used in influencing target audience and attracting them. (10 Marks)
- 2 a. What is creative boutiques? (03 Marks)
b. What are the problems and objections associated with DAGMAR? (07 Marks)
Explain the various sales promotion vehicles with suitable examples. (10 Marks)
- 3 a. List the participants of IMC process. (03 Marks)
b. Explain the various approaches to budgeting decisions. (07 Marks)
c. Explain the factors that has contributed to the growth of direct marketing. (10 Marks)
- 4 a. Explain BDI and CDI. (03 Marks)
b. What are the categories of advertising appeals? (07 Marks)
c. Explain the advantages and disadvantages of advertising. (10 Marks)
- 5 a. What is transit advertising? (03 Marks)
b. Explain scheduling methods. (07 Marks)
c. Elucidate the factors influencing international advertising environment. (10 Marks)
- 6 a. What is the various uses of internet for marketing purpose? (03 Marks)
b. What are the advantages and disadvantages of personal selling? (07 Marks)
c. Explain in detail about corporate advertising. (10 Marks)
- 7 a. What is transformational advertising? (03 Marks)
b. Explain the advantages and disadvantages of humor in advertising. (07 Marks)
c. Elucidate the differences between publicity and public relations. (10 Marks)

8 CASE STUDY :

The new Avatar of 'The complete Man'.

Over the years the Raymond campaign has been consistent and noticeable by the target audience. The year 2007 marked a significant turn for Raymond, which needed to explore other, situations to communicate the theme of 'The complete Man'. The campaign created was youthful and romantic. With the intention of connecting with the young consumers the story line for the new creative had a young man and his fiancée in their engagement party, where the protagonist and his friends had a surprise waiting for the lady. The Hindi classic 'Aaj kal tere mere pyar charche har zaban par' was playing in the background. The commercial tried to connect with younger audience by bringing in an element of romance, naughtiness and irreverence. Although the communication was a departure from the traditional Raymond advertisements it had many recall elements like –

- The complete man
- Heritage since 1925
- Good music, as usual
- Feels like heaven
- Tradition
- Touching and admiring the material.

Questions :

- a. What does the tagline 'The complete man' signify? (05 Marks)
- b. Considering the fact that the market is saturated, derive a media strategy to tap the target audience. (10 Marks)
- c. What is the advertising appeal used by Raymond? In your opinion should Raymond continue time with the same' why/ why not? (05 Marks)

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08MBAMM417

Fourth Semester MBA Degree Examination, May/June 2010
Integrated Marketing Communications

Time: 3 hrs.

Max. Marks:100

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 understand by the marketing communication? (03 Marks)
b. Explain the marketing communication process. (07 Marks)
c. Elucidate various advertising strategies through various stages of PLC. (10 Marks)
- 2 a. Define the advertising agency and name a few. (03 Marks)
b. Explain the different types of advertising agencies. (07 Marks)
c. Describe the agency compensation methods. (10 Marks)
- 3 a. Name the different advertising budget methods. (03 Marks)
b. Explain the communication effect pyramid concept. (07 Marks)
c. What is DAGMAR model? Explain the communication process in DAGMAR approach. (10 Marks)
- 4 a. What is CPM and CPRP? (03 Marks)
b. Explain the various problems in media planning. (07 Marks)
c. How to develop the media plan? Explain in detail. (10 Marks)
- 5 a. What do you understand by direct marketing? (03 Marks)
b. Explain the different direct marketing media. (07 Marks)
c. Write in detail, various advantages and disadvantages of direct marketing. (10 Marks)
- 6 a. What are the reasons to measure the effectiveness of advertising? (03 Marks)
b. Explain the different types of industrial advertising. (07 Marks)
c. What is internet advertising? Explain the advantages and disadvantages of web advertising. (10 Marks)
- 7 a. Write a short note on event management. (03 Marks)
b. Explain the different services provided by an event management company. (07 Marks)
c. Explain the career opportunities in the event management industry. (10 Marks)

8 Compulsory :

A political party has hired you to advertise it. Select a party of your choice and mark its achievements of one year. Make a print advertisement using all the elements of a print advertisement to make the advertisement, as to why the people should vote for it. {concept application oriented question instead of case study} (20 Marks)

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Important Note : 1. On completing your answer 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.

