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10MBAMM417

**Fourth Semester MBA Degree Examination, June 2012**  
**Integrated Marketing Communication**

Time: 3 hrs.

Max. Marks:100

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

- 1** a. Define IMC. (03 Marks)  
b. What are the steps in IMC planning process? (07 Marks)  
c. Explain in detail about communication mix. (10 Marks)
- 2** a. Explain marketing communication. (03 Marks)  
b. Explain different types of advertising agencies in brief. (07 Marks)  
c. Explain the various sales promotion vehicles with suitable example. (10 Marks)
- 3** a. Define PR and publicity. (03 Marks)  
b. Explain different advertising objectives. (07 Marks)  
c. Explain the DAGMAR approach, in detail. (10 Marks)
- 4** a. Define TRP. (03 Marks)  
b. Explain the problems encountered in media planning. (07 Marks)  
c. Explain various advantages and disadvantages of direct marketing. (10 Marks)
- 5** a. List the difference between domestic and international advertising. (03 Marks)  
b. Explain various strategies in marketing public relations. (07 Marks)  
c. Explain the steps involved in development of media plan in detail. (10 Marks)
- 6** a. List the types of advertising budget methods. (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 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 **CASE STUDY:****Vodafone Essar Limited – Zoozoos**

In April 2009, India based Vodafone Essar limited (Vodafone Essar), a subsidiary of mobile network operator Vodafone group p/c. (Vodafone) based in the UK, launched an innovative advertising campaign that caught the imagination of both the public and advertising experts. The campaign, focussing on the different value added services (VAS) offered by the company, introduced new characters called the Zoozoos. Several advertisements in which the Zoozoos featured were shown on television during the Indian premier league (IPL) season. Soon after they were aired on television, the Zoozoos and the ads became really popular.

Commenting on their popularity, Rajiv Rao, executive creative director, South Asia, Ogilvy and Mather India (O and M India), The advertising agency which created the ads, said “what makes them (Zoozoos) so endearing is that they are innocent people living in a simple world unlike ours, who laugh loud when they laugh. And who seem to be in an between world of animation and reality”.

Despite the high brand recall that this advertising campaign ensured for Vodafone Essar, not everyone was impressed by the company’s ad strategy. Some analysts were doubtful about whether the ads would attract people living in the semi-urban and rural areas of India. They also wondered whether the popularity of the Zoozoos advertising campaign would actually help the company increase its revenues.

**Questions:**

- a. Study the making of Zoozoos advertising campaign.
  - b. Examine the factors that make an ad campaign successful.
  - c. Discuss the importance of using a brand endorser to convey the message of an ad.
  - d. Analyze the impact of a successful advertising campaign on the revenue growth of a company.
- (20 Marks)**

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