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Fourth Semester MBA Degree Examination, June/July 2013
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. Define IMC. (03 Marks)
 - b. What is a media plan? What are the problems faced in media planning? (07 Marks)
 - c. Explain the criticism against DAGMAR approach. (10 Marks)
- 2**
- a. What do you mean by advertising clutter? (03 Marks)
 - b. Briefly explain the elements of promotional mix. (07 Marks)
 - c. What are the advantages and problems in global advertising? Discuss. (10 Marks)
- 3**
- a. What is infomercial? (03 Marks)
 - b. Explain the reason why corporate advertising is controversial. (07 Marks)
 - c. Explain the various types of specialized service agencies. (10 Marks)
- 4**
- a. What is meant by event management? (03 Marks)
 - b. What are the advantages and disadvantages of radio in broadcasting media? (07 Marks)
 - c. What are the various types of headlines? When will each be useful? Give examples. (10 Marks)
- 5**
- a. What is spot advertising? (03 Marks)
 - b. What are the steps in IMC planning process? (07 Marks)
 - c. Discuss the pretest and posttest in measuring effectiveness of the promotional program. (10 Marks)
- 6**
- a. Define PR and publicity. (03 Marks)
 - b. What are the categories of advertising appeal? (07 Marks)
 - c. Explain the types of advertising budget method. (10 Marks)
- 7**
- a. What is internet advertising? (03 Marks)
 - b. Distinguish advertising and direct marketing. (07 Marks)
 - c. Explain the various sales promotion vehicles with suitable examples. (10 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:

Humour in Advertising

There is some marketing literature on the usage of humour in advertising appeals. Humour could trigger good recall of the brand and involves the audience especially in categories where there are a number of brands competing with one another. Mirinda (soft drinks), Idea (telecom) and Happy dent (chewing gum) are some of the brands which have used humour as an advertising appeal. It is interesting to note that in 'Idea' telecommunication, Abhishek Bacchhan was taken as the brand ambassador and the advertisement used an humour appeal by adding the statement, "What an Idea Sirji"!

Questions to be answered:

- a. What are the product categories which could be amenable for the humour appeal? Give reasons. (05 Marks)
- b. Can an advertisement use both humour and a celebrity? Mention the implications. (05 Marks)
- c. Can humour used as an appeal be sustained by a brand? Give reasons. (05 Marks)
- d. Should a brand be a 'Pioneer' in using humourous appeals in its category? When could 'follower' brands use humour? (05 Marks)

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