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12MBAMM417

**Fourth Semester MBA Degree Examination, June/July 2014**  
**Integrated Marketing Communication**

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer any THREE full questions from Q.No.1 to 6.**  
**2. Q.No.7 and Q.No.8 are compulsory.**

- 1 a. What means 'shoot-out' in creative pitch? (03 Marks)  
b. What is media-planning? What are the factors to be considered for media planning? (07 Marks)  
c. What are the purposes of organizing an event? (10 Marks)
- 2 a. What means transit advertising? (03 Marks)  
b. What are the key elements considered for an event? (07 Marks)  
c. What are the factors affecting integrated marketing communication? (10 Marks)
- 3 a. Name any three elements in marketing communication mix. (03 Marks)  
b. What are the factors considered for pricing of an event? (07 Marks)  
c. Explain the elements in headlines and body copy. (10 Marks)
- 4 a. What is co-operative advertising? (03 Marks)  
b. Explain the features of advertising objectives of DAGMAR. (07 Marks)  
c. What are the special issues to be considered in advertising of industrial selling? (10 Marks)
- 5 a. Define industrial advertising. (03 Marks)  
b. Explain the behavioural evaluation in advertising. (07 Marks)  
c. What are the criteria of selection, and evaluation of advertising agency? (10 Marks)
- 6 a. Name the basic method of evaluating advertising. (03 Marks)  
b. What are the objectives of marketing communications? (07 Marks)  
c. Explain mass media and support media in advertising. (10 Marks)
- 7 Gulab soaps and detergents limited, a growing FMCG firm has planned to introduce an innovative soap product brand named, "RACY". The product manager has come up with a innovative design of its product and packaging. The product is shaped like a "SHELL" to attract customers and consumers, and packed by imported glass wool. The marketing manager has set to target the middle and upper middle class people with support of mass media in printing and broadcast, Further the top management has decided to invite celebrities to launch its product.

Questions:

- a. State the reasons for 'failure' of the product in urban market.
- b. State the reasons for 'failure' of the product in rural market.
- c. State the reasons for 'success' of the product in urban market.
- d. State the reasons for 'success' of the product in rural market. (20 Marks)

- 8 'Suryoday' is a small finance firm, incorporated by you. The firm's objective is to mobilize and to raise funds for your business. You have managed into your firm's account some immovable properties with-in and outside your city limits towards security for investors. You have conducted surveys, which state that urban people prefer investments and deposits, which are directly concerned with tax benefit, which your firm is in applicable. In the rural context, your survey states that farmers get financial assistance from various government agencies, also a number of active NGOs operate on behalf of various multi-national and national companies to purchase their agriculture produce at 30 to 40 percent more than their usual rates. The survey concludes that 35 percent of rural people were found to be employed in nearby government and private firms, where their economical condition were nothing less than a average urban. You have decided to conduct a series of events to mobilize your firm and brand.

Questions:

- a. State in detail on the event plan to publicize your firm image. (05 Marks)
- b. Who shall be your target customer? What advertising strategy would you adopt to establish your firm image? (05 Marks)
- c. What basic qualities should your public relations officer possess? (05 Marks)
- d. "Will direct marketing be effective" – Discuss. (05 Marks)

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