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14MBAMM408

Fourth Semester MBA Degree Examination, June/July 2017
Integrated Marketing Communication

Time: 3 hrs.

Max. Marks:100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What is meant by promotion? Mention the important promotion mix element. (03 Marks)
- 2 What do you mean by clutter? (03 Marks)
- 3 What is direct Marketing? (03 Marks)
- 4 What is creative Boutique? (03 Marks)
- 5 What is BDI and CDI? (03 Marks)
- 6 Differentiate between push and pull strategy. (03 Marks)
- 7 What is out-of-home advertising? (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Differentiate between publicity and public relations. (07 Marks)
- 2 Discuss the advantages and disadvantages of different media. (07 Marks)
- 3 Elaborate with a neat diagram the process of developing the media plan. (07 Marks)
- 4 Elucidate the factors influencing the international advertising environment. (07 Marks)
- 5 What is internet advertising? Describe the advantages and disadvantages of internet advertising. (07 Marks)
- 6 What is advertisement? Explain the different characteristics of advertisement. (07 Marks)
- 7 Explain various criteria used for selecting and evaluating an AD agency. (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What is DAGMAR? Explain how marketers use DAGMAR in establishing objectives. What are the problems associated with the DAGMAR approach? (10 Marks)
- 2 What is the importance of measuring effectiveness of advertisement creativity? Explain briefly the tests for checking advertisement effectiveness. (10 Marks)
- 3 Explain the various source and message factors used in influencing target audience. (10 Marks)

- 4 Analyse any TV commercial viewed for any FMCG product of your choice and identify the STP strategies from that advertisement also briefly explain the communication strategy followed in that advertisement. (10 Marks)
- 5 What are the different types of consumer-oriented sales promotion and trade oriented sales promotion? How it is important in an IMC program? (10 Marks)
- 6 Elaborate the different ways by which an advertising appeal could be effectively executed for variety of products with examples. (10 Marks)
- 7 Explain in detail the various services offered by Ad agencies. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

An advertising agency prepared a number of print advertisements for a new product introduction. The agency agreement called for compensation on a commission basis. At the request of the client, it was agreed to include special effects in the Ad. The final Ad was to the satisfaction of the client but the product manager of the company criticized the Ad executive for its high cost. Further the product manager explained that the he misunderstand what aspect of the Ad campaign was covered under the commissioned agreement.

The company requested the agency to send a team so that they could spend two days with product manager brain storming the ideas and developing the frame work for their brochure. An accounts executive, public relation person art in charge, copy writer was sent by the agency to the clients premises. According to the product manager, it was a great success. Later, after about a week. The client received a bill for the above exercise in which the agency had billed on hourly basis. The product manager thought that it would be on project basis.

Generally, due to reasons as cited above, client/agency relationship gets raddled with problems. Sometimes problem never gets sorted out and termination of relationship is the only answer. Since getting in to a new agency is a time consuming process, most client put up with their agencies.

Some companies evaluate the performance of their agencies on a regular basis. Client and agency must do evaluation. In performance appraisal there must be a ranking system exceptional to unacceptable. Agency must be given a chance to correct its mistake and termination should be based purely on evaluation basis.

Questions :

- a. Who do you think is responsible for billing procedure? (05 Marks)
- b. What steps should have been taken to avoid this situation? (05 Marks)
- c. Beside payment, what other factors can cause misunderstanding and fallout of relationship between client and agency? (05 Marks)
- d. What criteria should be used to evaluate the agency? Be specific. (05 Marks)

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