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Fourth Semester MBA Degree Examination, June/July 2018 Integrated Marketing Communication

Time: 3 hrs.

Max. Marks: 80

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

- 1 a. What is classified advertising? (02 Marks)
b. Discuss the functions of various participants in the IMC process. (06 Marks)
c. What are various types of headlines? When will each be useful give example? (08 Marks)
- 2 a. What do you mean by advertising clutter? (02 Marks)
b. Briefly explain the elements of promotional mix. (06 Marks)
c. What are the advantages and problems in global advertising discuss? (08 Marks)
- 3 a. What is a "Push and Pull" strategy in advertising? (02 Marks)
b. Explain the communication process with the model. (06 Marks)
c. Discuss the present and post test methods of measuring the effectiveness of the promotional program. (08 Marks)
- 4 a. What is a spot advertising? (02 Marks)
b. What is media planning? Discuss the problems in media planning. (06 Marks)
c. Bring out the importance of global advertising and also explain when is global advertising appropriate. (08 Marks)
- 5 a. Write a short note on "Copy platform". (02 Marks)
b. Explain various types of Internet advertising. (06 Marks)
c. Describe "The steps involved in the development of media plan". (08 Marks)
- 6 a. Define PR and Publicity. (02 Marks)
b. What are the categories of advertising appeals? (06 Marks)
c. Explain the types of advertising budget methods. (08 Marks)
- 7 a. What is transit advertising? (02 Marks)
b. Discuss the advantages and disadvantages of corporate advertising. (06 Marks)
c. Briefly explain the special Issues in Industrial Selling. (08 Marks)

8 Compulsory : Case Study

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 advertisement. The final advertisement was to the satisfaction of the client but the product manager of the company criticized the advertisement executive for its high cost. Further the product manager explained that he misunderstand what aspect of advertisement campaign was covered under the commissioned agreement.

The company requested agency to send a team so that they could spend two days with product manager brain storming the ideas and developing the new frame work for their brochure. An accounts executive, public relation person, art incharge, copy writer was sent by the agency to the clients premises. According to the product manger it was a great success. Later after about the 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. Some time 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 change to correct its mistake and termination should be based purely on evaluation basis.

Questions :

- a. Who do you think is responsible for billing procedure? (04 Marks)
- b. What steps should have been taken to avoid this situation? (04 Marks)
- c. Beside payment what other factors can cause misunderstanding and fallout of relationship between client and agency. (04 Marks)
- d. What criteria should be used to evaluate the agency? Be specific. (04 Marks)

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