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**Fourth Semester MBA Degree Examination, June/July 2015**  
**Integrated Marketing Communication**

Time: 3 hrs.

Max. Marks:100

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

- 1
  - a. What is Integrated Marketing Communication? (03 Marks)
  - b. Explain marketing and promotion process model. (07 Marks)
  - c. Explain the various Advertising appeal through various stages of PLC. (10 Marks)
- 2
  - a. What are collateral services? (03 Marks)
  - b. How do you Evaluate Advertising agencies? (07 Marks)
  - c. Explain briefly the various types of Agencies. (10 Marks)
- 3
  - a. What is promotional budget? (03 Marks)
  - b. Explain briefly the various Budgeting approaches. (07 Marks)
  - c. Explain DAGMAR – an approach to setting objectives? (10 Marks)
- 4
  - a. What is Creativity Advertising? (03 Marks)
  - b. Explain the importance of headline and body copy. (07 Marks)
  - c. Explain briefly creative strategy. Implementation and Evaluation. (10 Marks)
- 5
  - a. What is Co-operative Advertising? (03 Marks)
  - b. Explain the role of Direct Marketing in the IMC program. (07 Marks)
  - c. What are the Tools of public relation strategy? (10 Marks)
- 6
  - a. What is pre – testing in advertising? (03 Marks)
  - b. What are the components of International Advertising? (07 Marks)
  - c. Explain the various methods used for advertising measurements and Evaluation. (10 Marks)
- 7
 

A company producing a complete range of consumer durables has decided to promote the following product in urban market.

  - a. Sewing Machine (05 Marks)
  - b. TV set (05 Marks)
  - c. DTH service provides (05 Marks)
  - d. Mini generation sets. (05 Marks)

What are the advertising media options that would you suggest to the company as marketing consultant in each case and why?

**8 CASE STUDY :**

**Energy Booster – Malt**

A health drink called Malt-k was manufactured by a company based in Mumbai. This beverage was consumed by children during lunch hour at school. Children need healthy drink for their growth.

This company also manufactured several beverages of which Malt-K has the most market share. The taste was liked by children and most parents bought it. It was reasonably priced and was available in packets and jars. After successfully selling this product for ten year line any other product, this product too showed signs of decline. Concerned by this, the company stepped up its advertisement using multiple media Ad was given in children's magazine. Essentially TV as a media using sports channel was chosen to show the benefit of consuming this drink by children, since sports channels was very popular. The company also found that though there was competition, it was not a threat. However in the light of declining trend, the company wanted to give new lease of life push to the product. Therefore, they decided to introduce some promotion measures, so as to increase the sale.

**Questions :**

- a. Suggest promotion measures to boost the sales. Choose among
- i) Price discount
  - ii) Volume discount
  - iii) Shelf display
  - iv) Content
  - v) Sweep stake
  - vi) Coupon redemption etc
- (10 Marks)
- b. Describe the Ad campaign that you would undertake to extend the life of the product.
- (10 Marks)

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