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08MBAMM417

Fourth Semester MBA Degree Examination, June/July 2011

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. Q.No.8 is compulsory.**

- 1 a. What is push and pull strategy in advertising? (03 Marks)
b. Explain in detail marketing and promotion process model. (07 Marks)
c. Explain in detail integrated marketing communication planning model. (10 Marks)
- 2 a. What do you mean by "creative boutique" in advertising agency? (03 Marks)
b. What factors are considered before choosing an advertising agency? (07 Marks)
c. List and explain participants of integrated marketing communication process. (10 Marks)
- 3 a. Explain how advertising works as an effective communication tool. (03 Marks)
b. Explain with an example the pyramid used for determining the effect of communication. (07 Marks)
c. What is DAGMAR model? Explain the communication process in DAGMAR approach. (10 Marks)
- 4 a. What do you mean by point of purchase advertising (POP)? (03 Marks)
b. What factors have to be considered by the media planner in deciding to emphasize:
i) Reach ii) Frequency iii) Continuity in choosing a media? (07 Marks)
c. What are the advantages and disadvantages of out door and transit advertising? (10 Marks)
- 5 a. What are the steps involved in database marketing? (03 Marks)
b. What are the features and functions of direct marketing? (07 Marks)
c. Compare and contrast conventional and non-conventional sales promotion tools. (10 Marks)
- 6 a. What purposes will serve in organizing an event? (03 Marks)
b. What factors are to be considered while working out the price in event management? (07 Marks)
c. Explain the carrier opportunity in the event management industry. (10 Marks)
- 7 a. What is advertising message research? (03 Marks)
b. How does the pricing mechanism work in net advertising? (07 Marks)
c. State examples of any two companies with which you are familiar, which have integrated the internet with other communication programmes. Explain the role of internet. (10 Marks)

Important Note : 1. On completing your answer 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.

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Case Study : (compulsory)**Ad Agency**

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 advertising was to the satisfaction of the client but the product manager of the company criticized the advertising executive for its high cost. Further the product manager explained that 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 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 saddled with problems. Sometimes problem never gets sorted out and termination of relationship is the only answer. Since getting into a new agency is a time consuming process, most clients 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 from 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? (05 Marks)
- b. What steps should have been taken to avoid this situation? (05 Marks)
- c. Besides 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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