



END TERM EXAMINATION, 2016

MBA (Full Time)_Sem-IV
MM: 50 Marks

Course: Integrated Marketing Communication
Time: 3 Hours
Subject code: MBA MK303

Instructions: Attempt any three questions from Section A. Section B is compulsory.

Section A

Q.1 "To be effective, multiple media should be chosen and integrated carefully. Individuals who are exposed to advertisement in combination of media selected from television, radio, magazines, newspapers, and out-door are more inclined to process the information than when only a solitary medium is used". For each of the media, what is the probability of you being exposed to an advertisement? The percentage should add up to 100 percent. Define which media is/are most effective in reaching you. Explain.

(10 Marks)

Q.2 Evaluate each method of direct marketing for the following types of business? Which ones would be the best? Which ones would not work as well? Justify your answer.

- (a) Shoe store (b) Sporting goods retailer
(c) Internet hosiery retailer (sell only via internet)
(d) Manufacturer of tin cans for food-processing companies

(10 Marks)

Q.3 How would you measure advertising effectiveness of the following? Give reasons for your answers.

- (i) Print advertising of small car Nano from Tata Motors.
(ii) VIVO-IPL- 2016 on Television.

(10 Marks)

Q.4 Define marketing communication. How does it play a crucial role in building a brand?

(10 Marks)

Q.5 Write short note on the followings:

- (a) Role of advertising agencies (b) Applying Likability: Using Celebrities

(10 Marks)

Section B

Q. 6 A new brand of cellphone has to be launched by a leading electronic firm. After an in-depth analysis of the market, the firm decided to position it as an aspirational product for the new age young urban professionals, you have been hired to develop an advertising strategy which will enable the company to achieve the desired penetration of 15% in the first year itself.

Workout a detailed advertising campaign for the launch covering the message strategy, appeal, and executional framework. Also prepare a print-ad for the same.

(10 + 10 = 20 Marks)