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14MBAMM408

Fourth Semester MBA Degree Examination, Dec.2018/Jan.2019
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 Mention the elements of Integrated Marketing Communication. (03 Marks)
- 2 What is Opportunity Analysis? (03 Marks)
- 3 Define Clutter. Mention any one form of clutter. (03 Marks)
- 4 What are the tangible aspects of a corporate image? (03 Marks)
- 5 Mention any three characteristics of effective brand name. (03 Marks)
- 6 What is Cooperative branding? (03 Marks)
- 7 What is Spot advertisement? Mention the media suited for spot advertisement. (03 Marks)

SECTION - B

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

- 1 Mention the major advantages of radio advertising. (07 Marks)
- 2 Briefly describe the three exposure hypothesis. (07 Marks)
- 3 Briefly explain the steps to be taken in selecting an advertising agency. (07 Marks)
- 4 What is deceiving advertisement? Give example with their explanation. (07 Marks)
- 5 What is Flighting schedule of advertising? Give example and advantages. (07 Marks)
- 6 Distinguish DAGMAR approach with AIDA model. (07 Marks)
- 7 Identify segmentation strategies and advertising media for the following :
i) Manufacturer of electronic calculators ii) Hair spray.
Give reasons for your answer. (07 Marks)

SECTION - C

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

- 1 Explain with example seven types of advertising appeals used by advertisers in their advertisements. (10 Marks)
- 2 Explain the disadvantages of internet advertising. (10 Marks)
- 3 Explain the five elements in the structure of an advertisement. (10 Marks)

- 4 What four forms of impression management are used to combat negative events? (10 Marks)
- 5 Explain the role of FCC in marketing communication. (10 Marks)
- 6 What is day – after – recall (DAR)? How aided and unaided recall tests used in conjunction with DAR evaluation? (10 Marks)
- 7 Explain the role of cause – related marketing as a tool of Corporate Public Relations. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]

If there is one industry in which word – of mouth can do great damage in a hurry, that industry would be hotel/food service, especially various restaurants. A single incidence of food poisoning can drive away customers for years.

Any tale of unsanitary conditions that circulates in a local community can create a major crisis for a restaurant owner.

Sreenivas Rao and Eeswar knew the risks when they opened their new restaurant, Bheema Pak villa, in a small shopping center in Hyderabad A.P. The recent wave of NRIs (vegetarian) visits to the area preferring South Indian foods.

The hotel opened in the end of 2009. Initial year sales were better than estimated. Many South Indian origin NRIs dined at Bheema Pak villa. The Hotel had distinct servicing centre the dining room and canteen. In the dining room South Indian music played softly in the background. The floors were carpeted and clean. Servers were dressed in brown coloured clothing and were trained to be helpful , speak all South Indian languages and efficient. Both canteen and dining rooms had regular customers. The villa had a lunch on business, where lighter menu with lower prices was offered.

Sometime in the year 2012 one of the villa food preparer contacted an infectious case of hepatitis and another junior cook contacted TB virus. The hepatitis attacked cook infected one customer at dining hall. The news spread rapidly at Hyderabad and local health authority forced the owners to close the villa for 10 days. The order was published in the news paper on the FM channel. Customers who had visited the hotel 2 days prior and after the incident were instructed to get their health checked. However no one were injected.

Although hotel employees were instructed to wear protective gloves while preparing food, few were not following properly. The owners felt that their customers are under confusion and this may lead to loosing customer patronage.

Questions :

1. What kinds of public relation tactics should be used to gain confidence of customers? (05 Marks)
2. Bheema – Pak villa need cause – related marketing program that might help in not loosing customers? Explain briefly. (05 Marks)
3. Suggest an advertising strategy and media to reach customers. Justify your answer. (05 Marks)
4. Do you feel sponsorship marketing helps to regain customers? Specify mode. (05 Marks)
