



CBCS SCHEME

18MBAMM402

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Fourth Semester MBA Degree Examination, Aug./Sept.2020 Integrated Marketing Communication

Time: 3 hrs.

Max. Marks:100

Note: Answer any FIVE full questions.

- 1 a. What is the concept of IMC? (03 Marks)
b. What are the elements of promotional mix? Explain. (07 Marks)
c. Explain DAGMAR. (10 Marks)
- 2 a. Why the concept of IMC is gaining importance? (03 Marks)
b. Explain the importance of media planning. (07 Marks)
c. Explain the advantages and disadvantages of different media. (10 Marks)
- 3 a. Who are copy writers? (03 Marks)
b. Write short notes on: i) Samples ii) Coupons iii) Premiums. (07 Marks)
c. "Publicity can make or break a brand", comment on this. (10 Marks)
- 4 a. What are self liquidating premium? (03 Marks)
b. Explain different types of outdoor media. (07 Marks)
c. Explain the reasons behind the growth of Direct Marketing. (10 Marks)
- 5 a. What is creativity? (03 Marks)
b. What are the issues to be considered while creating advertisements for print media? (07 Marks)
c. Discuss the various tests available for measuring the effectiveness of promotions. (10 Marks)
- 6 a. What is corporate advertising? (03 Marks)
b. Comment on global vs local advertising. (07 Marks)
c. Explain the advantages and disadvantages of public relations. (10 Marks)
- 7 a. What is marketing public relations? (03 Marks)
b. What are the problems encountered in media planning? (07 Marks)
c. Discuss the special issues in Industrial advertising. (10 Marks)

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Sleek Sports

Sleek Sports is into manufacturing and marketing sleek brand named sports accessories like sport shoes, T shirts, gloves and few sports equipments in Indian and few foreign markets. Sleek had been in Indian market for the past 10 years and about 6 years back it had started exporting its products to foreign markets also. There was steady growth in the sales for the past few years, but for the last 2 years there has been reduction in sales in both domestic as well as foreign markets. Hence the CEO of the company Mr. Gopal is thinking of better promotional activities, for both domestic as well as foreign markets.

Questions:

- a. Suggest few promotions to boost the sales of Sleek products. (05 Marks)
- b. What should be the media strategy for the promotions? Explain. (05 Marks)
- c. Can the promotion strategy be same for both domestic as well as foreign markets? Justify your stance. (05 Marks)
- d. What can be the promotion strategy for short term and long term? (05 Marks)

Important Note : 1. On completing your answers, 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.