

CBCS SCHEME

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18MBAMM402

Fourth Semester MBA Degree Examination, November 2020 Integrated Marketing Communications

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions.

- 1 a. What do you mean by IMC? (03 Marks)
b. What are the objectives of advertising? (07 Marks)
c. What is brand and explain the brand strategy of IMC. (10 Marks)
- 2 a. What is media buying? (03 Marks)
b. Discuss marketing and communication steps in IMC programme. (07 Marks)
c. Explain IMC planning model promotions and opportunities analysis. (10 Marks)
- 3 a. What is media problem? (03 Marks)
b. Which are the elements in creative strategy? (07 Marks)
c. Discuss the significance of broadcast and print media. (10 Marks)
- 4 a. What is push and pull strategy? (03 Marks)
b. Discuss the media evaluation techniques in IMC. (07 Marks)
c. Explain the significance of direct marketing. (10 Marks)
- 5 a. What is media buying? (03 Marks)
b. What is cooperative advertising? Explain its advantages. (07 Marks)
c. Describe the functions of corporate advertising. (10 Marks)
- 6 a. What is recall test? (03 Marks)
b. Describe the B2B communication strategies with illustrations. (07 Marks)
c. Explain the methods of internet advertising. (10 Marks)
- 7 a. What is DAGMAR approach? (03 Marks)
b. Explain pretesting and post testing methods of IMC. (07 Marks)
c. Describe decisional areas in International Advertising. (10 Marks)
- 8 An effective integrated marketing communications approach that is developed and maintained is an essential modern business requirement. Interms of successful outcome, Coco Cola's IMC approach has set a standard that offers a point of reference of desired triumph that is enviable across the industrial landscape. Record setting sales and revenues, brand visibility and recognition and positioning on the global market are indicative of the Herculean levels of accomplishment achieved by the company Coco Cola products are consumed world-wide as a direct result of retail and in store marketing efforts which are meticulously detailed. In the almost one hundred thirty years of business practice in the soft drink trade, coke has risen to the top of the industrial food chain.
a. Explain the effective IMC approach of the Coco-Cola Ltd. (10 Marks)
b. What is the branding strategy adopted by Coco Cola? (10 Marks)

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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.