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## Fourth Semester MBA Degree Examination, Feb./Mar. 2022 Integrated Marketing Communication

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer any FOUR full questions from Q1 to Q7.  
2. Question No.8 is compulsory.**

- 1 a. Define Integrated marketing communication. (03 Marks)  
b. Elucidate Integrated Marketing Communication planning model. (07 Marks)  
c. Illustrate various communication tools of IMC. (10 Marks)
- 2 a. List out the purpose of advertising. (03 Marks)  
b. Briefly explain various budgeting methods used for advertising. (07 Marks)  
c. Explain DAGMAR approach with examples. (10 Marks)
- 3 a. Work any 3 features of Direct Marketing. (03 Marks)  
b. Explicate the factors affecting the growth of Direct Marketing. (07 Marks)  
c. Illustrate the steps involved in developing media plan. (10 Marks)
- 4 a. Differentiate publicity and public relations. (03 Marks)  
b. Define sales promotion. Outline its uses with examples. (07 Marks)  
c. Explain different media used by organization with advantages and disadvantages. (10 Marks)
- 5 a. What are the objectives of measuring the effectiveness of advertising? (03 Marks)  
b. Explain the key decision areas of international advertising. (07 Marks)  
c. Discuss about various pre-testing and post-testing methods used for measuring the effectiveness of advertising. (10 Marks)
- 6 a. List out the uses of internet for marketing. (03 Marks)  
b. Explain the factors of environment affecting international advertisements. (07 Marks)  
c. What is the role of different media in Industrial advertising? Explain. (10 Marks)
- 7 a. What is transit advertising? (03 Marks)  
b. Explain the steps involved in criteria for selecting advertising agency. (07 Marks)  
c. Exemplify various types of advertising. (10 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.

## Case Study (Compulsory)

MDL is one of the largest ice cream maker in India, has chalked out a strategy to expand in the Southern States, which account for a worth of the Rs.2,000 crore domestic market, to sustain its growth rate. Aiming to gain a 20% market share by 2022 “expansion in Southern markets would help maintain a growth rate of 30% a year across the country. Apart from various multinational brands and home grown play as the southern market also has local competitors. When it entered Bangalore last year, it aimed at 10% share in the local ice cream market of Rs.130 crores in two years. The company could achieve it in the first year itself. Thanks to their brand image and strong supply chain.

This gave the company hope to achieve similar penetration in Hyderabad and Chennai. MDL which had reported Rs.300 crores. Sales in year 2018, claims a share of around 18% in the Indian ice cream market. For its expansion in the region, MDL plans to tie-up with local retail majors and focus on corporate for institutional sales, apart from using its own milk out lets network. Besides it is also looking at setting up an ice-cream manufacturing facility in south. Having entered Hyderabad market, MDL is now poised to expand into another southern city-chennai in the next couple of months.

## Questions :

- a. Propose a detailed marketing communication plan for MDL in light of its ambitious expansion plans in the region. (05 Marks)
- b. Suggest and justify suitable media. (05 Marks)
- c. As promotion manages, what types of sales promotion strategies you suggest to MDL and why? (05 Marks)
- d. What type of Digital media you prefer to promote MDL and why? (05 Marks)

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