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18MBAMM402

Fourth Semester MBA Degree Examination, July/August 2022 Integrated Marketing Communication

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer any FOUR full questions from Q.No.1 to 7.
2. Q.No. 8 is compulsory.**

- 1 a. What is the purpose of Advertising? (03 Marks)
b. Explain the advertising appeal strategy used in various stages of PLC. (07 Marks)
c. Describe in brief IMC planning model. (10 Marks)
- 2 a. List an Ad Agency and its clients handled. (03 Marks)
b. Discuss the factors to be considered while selecting AD Agencies. (07 Marks)
c. Explain the various Budgeting methods used in Advertising. (10 Marks)
- 3 a. What is DAGMAR? (03 Marks)
b. Discuss the different types of Print and Broadcast Media. (07 Marks)
c. Explain briefly the implementation and evaluation of creative strategy. (10 Marks)
- 4 a. What do you understand by corporate advertising? (03 Marks)
b. Discuss in detail Direct Marketing Strategies. (07 Marks)
c. Explain the Tools and techniques of sales promotion. (10 Marks)
- 5 a. List any three difficulties in evaluating advertising effectiveness. (03 Marks)
b. Describe in brief PACT principles of advertising. (07 Marks)
c. Discuss the various methods used for evaluation of advertising. (10 Marks)
- 6 a. What is recall test? (03 Marks)
b. Discuss the decision areas in International Advertising. (07 Marks)
c. Illustrate special issues in Industrial selling. (10 Marks)
- 7 a. What do you understand by surrogate advertising? (03 Marks)
b. Explain the tools of public relations. (07 Marks)
c. Discuss in detail the importance of head line and body copy. (10 Marks)

Case Study

- 8 Food World super market organized retailing, which includes the various supermarkets and departmental stores, applies conceptual and strategic steps in retaining and creating customers, provides a very efficiency line of products. Food world provides customers with a wide range of quality products at a reasonable price all under one roof, in a convenient location in a clean, bright and functional ambience.

Food World makes it convenient to its customers to display the products on the shelf with relevant details of the product displayed, including the name, grammage and price. Due to Covid-19 pandemic situation it was observed that the customers are using online shopping, which is convenient and the home delivery service has been provided to the customers with a time slot preferred by the customers.

A study of customer perception of "Happy Prices, Happy shopping at food world aimed at understanding the customer is perception and priorities with respect to various parameters. Which makes customer happy about the shopping experiment at Food World.

Questions:

- a. Discuss as a customer how online shopping is unique to that of visiting the food world supermarket. (10 Marks)
- b. Design a promotional strategy for promoting the products of Food World super market. (10 Marks)

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