



USN

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

22MBAMM404

Fourth Semester MBA Degree Examination, June/July 2024 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.
3. M : Marks , L: Bloom's level , C: Course outcomes.*

			M	L	C
Q.1	a.	Define IMC.	3	L1	CO1
	b.	Briefly explain various promotion tools in IMC.	7	L1	CO2
	c.	Explain IMC planning model in detail.	10	L2	CO2
Q.2	a.	List out any three objectives of advertising.	3	L1	CO1
	b.	Explain DAGMAR approach for setting advertising objectives.	7	L2	CO2
	c.	Explain the steps involved in developing IMC program.	10	L2	CO2
Q.3	a.	Define media planning.	3	L1	CO1
	b.	Distinguish between publicity and public relation.	7	L1	CO1
	c.	Explain the various services offered by AD agencies.	10	L2	CO2
Q.4	a.	Define surrogated advertising.	3	L1	CO1
	b.	Write a note on internet advertising stating its merits and de-merits.	7	L1	CO1
	c.	Illustrate the various methods used for evaluating the effectiveness of advertising.	10	L2	CO3
Q.5	a.	Define cooperative advertising.	3	L1	CO1
	b.	Explain the concepts of corporate advertising.	7	L2	CO2
	c.	Examine the importance of analyzing global environment for International advertising.	10	L2	CO2
1 of 2					

Q.6	a.	Write a short note on direct marketing.	3	L1	CO1
	b.	Compare and contrast between print media and broadcast media.	7	L2	CO2
	c.	Explain the concept of advertising budgeting with its different approach.	10	L2	CO2
Q.7	a.	Define B2B communication.	3	L1	CO1
	b.	Explain the concept of advertising ethics with suitable example.	7	L2	CO2
	c.	Briefly explain special issues in Industrial selling.	10	L2	CO2
Q.8		CASE STUDY (Compulsory)			
		Founded in 1982, Eureka Forbes Ltd. is multi product, multichannel organization and India's leading health and hygiene brand. Eureka Forbes has been a pioneer and trend settler in direct sales in India and is one of the largest direct selling companies in the world today. In addition to the direct sales force it has retail, institution and e-commerce channels. Despite of their entry into online sales since 2011, the company still drives a significant share of its revenues by knocking on the doors of prospective customers. Over 8000 Eureka Forbes sales person still knock on 30 lac doors every year selling their products.			
	a.	Identify and explain the advantages enjoyed by Eureka Forbes through Direct Marketing.	10	L1	CO1
	b.	Having 8000 sales persons as a part of direct marketing in the era of technology is a right decision? Comment.	10	L3	CO3

* * * * *