

Internal Assessment Test - I

Sub:	INTEGRATED MARKETING COMMUNICATIONS	Code:	16MBAMM402
Date:	27/04/2018	Duration:	90 mins
		Max Marks:	40
		Sem:	IV
		Branch:	MBA

		CO	RBT
Part A - Answer Any Two Full Questions (16*02=32 Marks)			
1 (a) Define IMC.	[02]	CO1	L1
(b) List out the different services offered by an ad agency	[06]	CO2	L1
(c) Classify the types of advertisements and explain any 6 types.	[08]	CO1	L4
Part B - Compulsory (01*08=08 marks)			
4			
<p>The integrated components used by Coca Cola employed a mass media methodology which included television advertising, print media and banner ads. The approach utilized a marketing mix of advertising, direct marketing, as well as Web based interactive and social media marketing and sales promotion. Coca Cola advertising has historically been among the most prolific in marketing history. The various ad campaigns throughout the company's one hundred twenty-nine-year history have often had a major impact on culture and society, including a hit song which received airplay on popular radio stations in 1971. The logo and bottle designs are immediately recognizable throughout the world and are integral to the brand's image and recognition in the marketplace. Coca Cola has repeatedly been ranked as the number one soft drink in the world as a direct result of their aggressive advertising campaigns and was even the first soft drink consumed by astronauts in space (Hartlaub, 2015).</p> <p>Direct marketing efforts by Coca Cola are myriad. Web based, social media marketing campaigns constitute industry benchmarks. Because the brand is so universally recognized throughout the world, little if any audience building is necessary. Fans number over eighty-six million across social media channels</p>			

engaged by the brand. Differing tactics are provided on individual social networking sites, yet a consistently unified message is upheld. Crowd-sourced content as well as direct engagement are hallmarks of Coca Cola’s social media marketing. Web based interactive marketing is focused on design and functionality, relying on banners, video and public relations. New products, online games, and social, cultural and sporting events are the focus of the Coca Cola Website content. Coca Cola’s commitment to a campaign of audience engagement throughout their online marketing crusades is well recognized.

The rank and positioning of the elements used as part Coca Cola has established itself as a player on the large-scale stage as a direct outcome secondary to the comparative importance of the components of the integrated marketing communications mix.

- (a) Explain the integrated marketing strategy used in this case. [04]
- (b) Highlight the importance of advertising to a brands success. [04]

CO1	L4
CO3	L1

Course Outcomes		PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1:	To build a comprehensive framework for integrated marketing communications.		2b	1a				1c
CO2:	To the study the advertising, publicity, personal selling, direct marketing and sales promotion.			2a	1b		2c	
CO3:								
CO4:								
CO5:								
CO6:								

PO1 - Knowledge application; PO2 - Analytical and logical thinking; PO3 - Team work; PO4 - Leadership; PO5 - life-long learning; PO6 - Analyze and practice aspects of business; PO7- Personal and Societal growth;