

Internal Assessment Test - III

Sub:	Integrated Marketing Communications						Code:	14MBA MM408	
Date:		Duration:	90 mins	Max Marks:	50	Sem:	IV	Branch:	MBA

		Marks		OBE	
		CO	RBT		
Part A - Write short notes on any two (3*2=6 Marks)					
1 (a)	What is Pre- testing in advertising?	[03]	CO1	L1	
(b)	What is Industrial advertising?	[03]	CO3	L1	
(c)	Explain SEO.	[03]	CO3	L4	
Part B - Answer any two (2*7=14)					
2 (a)	What are the components of international advertising?	[07]	CO3	L1	
(b)	Give reasons for which the advertisements should have some control?	[07]	CO3	L5	
(c)	Explain B 2 B communication?	[07]	CO3	L4	
Part C - Answer any two (2*10= 20 marks)					
3 (a)	Explain the various methods used for measurement and evaluation of advertising	[10]	CO2	L5	
(b)	Discuss the global environment in advertising	[10]	CO3	L2	
(c)	What are the decision areas in international advertising	[10]	CO3	L5	
Part D - Compulsory (1*10=10/2*5=10 marks)					
4.	What are the types of internet advertising	[10]	CO3	L1	

Course Outcomes		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1:	To build managerial decision making related to marketing communications strategy and tactics	1a	1a				1a			
CO2:	To study promotion mix including advertising, publicity, personal selling and sales promotion		3a							
CO3:	Increasing knowledge in emerging trends in advertising global environment	4	4	2a 4	1b 2a 2c	1c 2c	2a 3b 3c	2b	1c 2c 3c	1c 2a

Cognitive level	KEYWORDS
L1	List, define, tell, describe, identify, show, label, collect, examine, tabulate, quote, name, who, when, where, etc.
L2	summarize, describe, interpret, contrast, predict, associate, distinguish, estimate, differentiate, discuss, extend
L3	Apply, demonstrate, calculate, complete, illustrate, show, solve, examine, modify, relate, change, classify, experiment, discover.
L4	Analyze, separate, order, explain, connect, classify, arrange, divide, compare, select, explain, infer.
L5	Assess, decide, rank, grade, test, measure, recommend, convince, select, judge, explain, discriminate, support, conclude, compare, summarize.

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Part A - Write short notes on any two (3*2=6 Marks)					
1 (a)	What is Pre- testing in advertising?	[03]	CO1	L1	
	<i>Pretesting of Finished ads</i>				
	<p>Pretesting finished ads is of the more commonly employed studies among marketing researchers and their agencies. At this stage, a finished advertisement or commercial is used; since it has not been presented to the market, changes can still be made.</p> <p>Many researchers believe testing the ad in final form provides better information. Several test procedures are available for print and broadcast ads, including both laboratory and field methodologies.</p> <p>Print methods include portfolio tests, analyses of readability, and dummy advertising vehicles. Broadcast tests include theater tests and on-air tests. Both print and broadcast may use physiological measures.</p> <p><i>Pretesting finished print messages:</i></p> <p><i>(i) Portfolio Tests:</i> These are a laboratory methodology designed to expose a group of respondents to a portfolio consisting of both control and test ads. Respondents are then asked what information they recall from the ads. The assumption is that the ads that yield the highest recall are the most effective.</p> <p><i>(ii) Readability Tests:</i> The communications efficiency of the copy in a print ad can be tested without reader interviews. This test uses the Flesch formula, named after its developer, Rudolph Flesch, to assess readability of the copy by determining the average number of syllables per 100 words. Human interest appeal of the material, length of sentences, and familiarity with certain words are also considered and correlated with the educational background of target audiences. Test results are compared to previously established norms for various target audiences. The test suggests that copy is best comprehended when sentences are short, words are concrete and familiar and personal references are drawn.</p> <p><i>(iii) Dummy advertising vehicles:</i> In an improvement on the portfolio test, ads are placed in “dummy” magazines developed by an agency or research firm. The magazines contain regular editorial features of interest to the reader, as well as the test ads, and are distributed to a random sample of homes in predetermined geographic areas. Readers are told the magazine publisher is interested in evaluations of editorial content and asked to read the magazines as they normally would. Then they are interviewed on their reactions to both editorial content and</p>				

ads. Recall, readership and interest-generating capabilities of the ad are assessed.

Pretesting finished broadcast ads

(i) **Theater tests:** In theater tests participants are invited by telephone, mall intercepts, and/or tickets in the mail to view pilots of proposed TV programmes. In some instances, the show is actually being tested, but more commonly a standard program is used so audience responses can be compared with normative responses established by previous viewers. Sample sizes range from 250 to 600 participants.

(ii) **On-air Tests:** Some of the firms conducting theater tests also insert the commercials into actual TV programmes in certain test markets. Typically, the commercials are in finished form, although the testing of ads earlier in the developmental process is becoming more common. This is referred to as an on-air test and often includes single-source ad research.

(iii) **Physiological measures:** A less common method of pretesting finished commercials involves a laboratory setting in which physiological responses are measured. These measures indicate the receiver's involuntary response to the ad, theoretically eliminating biases associated with the voluntary measures reviewed to this point. Physiological measures used to test both print and broadcast ads include pupil dilation, galvanic skin response, eye tracking and brain waves:

Pupil dilation: Research in pupillometrics is designed to measure dilation and constriction of the pupils of the eyes in response to stimuli. Dilation is associated with action; constriction involves the body's conservation of energy.

Galvanic skin response: Also known as electrodermal response, GSR measures the skin's resistance or conductance to a small amount of current passed between two electrodes. Response to a stimulus activates sweat glands, which in turn increases the conductance of the electrical current. Thus GSR activity might reflect a reaction to advertising.

Eye tracking: A methodology that is more commonly employed is eye tracking, in which viewers are asked to view an ad while a sensor aims a beam of infrared light at the eye. The beam follows the movement of the eye and shows the demonstrates which elements of the ad are attracting attention, how long the viewer is focusing on them, and the sequence in which they are being viewed. Eye tracking can identify strengths and weaknesses in an ad.

(b) **What is Industrial advertising?**

[03]

CO3

L1

Industrial Advertising: Industrial advertising on the other hand refers to those advertisements which are issued by the manufacturers/distributors to the buyers of industrial products. This category would include machinery and equipment, industrial intermediates, parts and components, etc. Because of the unique characteristics of industrial buying decision process, the importance of industrial advertising is

comparatively lower than that of consumer advertising

(c) **Explain SEO.**

[03]

CO3

L4

The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine. "The key to getting more traffic lies in integrating content with search engine optimization and social media marketing"

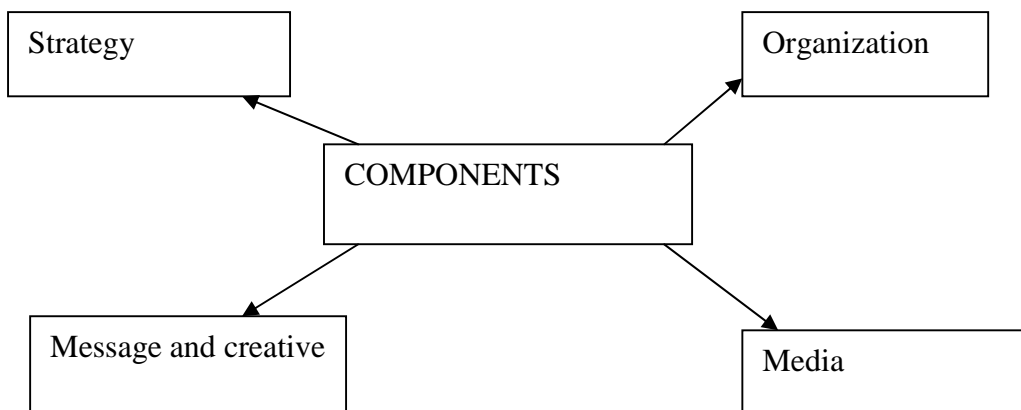
Part B - Answer any two (2*7=14)

2 (a) **What are the components of international advertising?**

[07]

CO3

L1

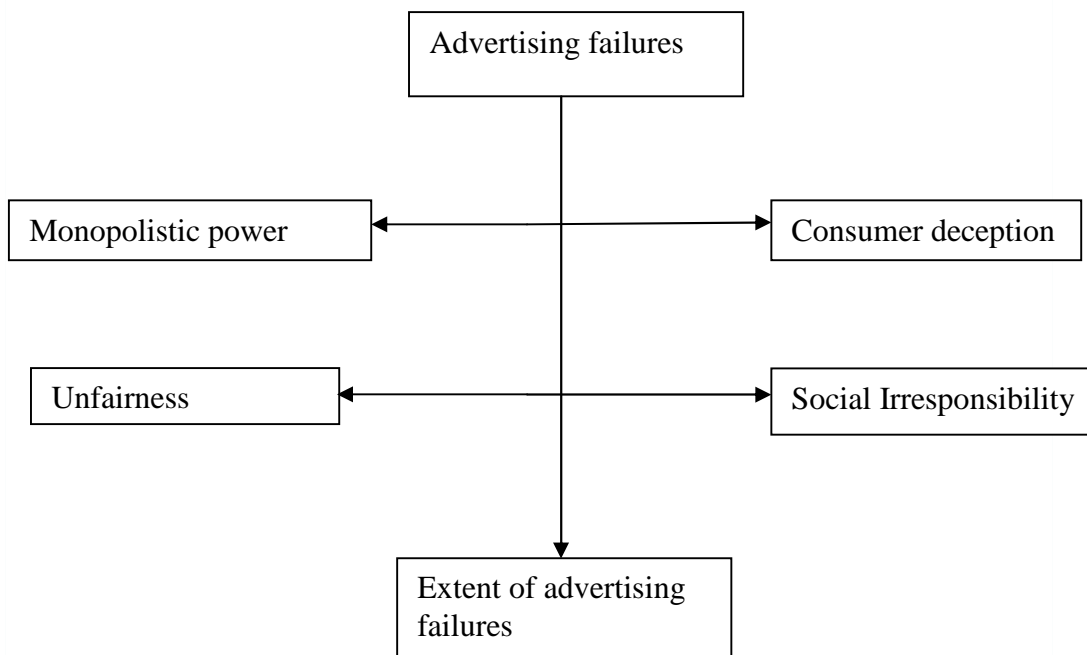


(b) **Give reasons for which the advertisements should have some control?**

[07]

CO3

L5



(c) Explain B 2 B communication?

[07]

CO3 L4

Elements	Business to Business Communication
Decision making authority	Collective decision consisting of use department head, member, top management , purchasing agent etc.
Nature of communication	Rational appeal, straight talk, demonstration. Advertising and promotion takes a supportive role
Involvement of the buyers	Involvement is collective. If a poor decision is made in industrial buying, the entire industry will suffer. The buyer may lose the job or the firm may incur loss
Integration of communication elements	Does not need sophisticated technology to provide message. Focus would be on demonstration.
Budget Allocation	Personal selling gets the highest budget allocation and less money to allotted to ad and promotion
Evaluation Measure	Directly related to sales of products
Message content	Mainly focused on feature, benefits and other value additions offered along with the product.
Use of creativity	Not much of scope for creativity since it does not have any impact on target group
Media Used	Technical journal and magazines

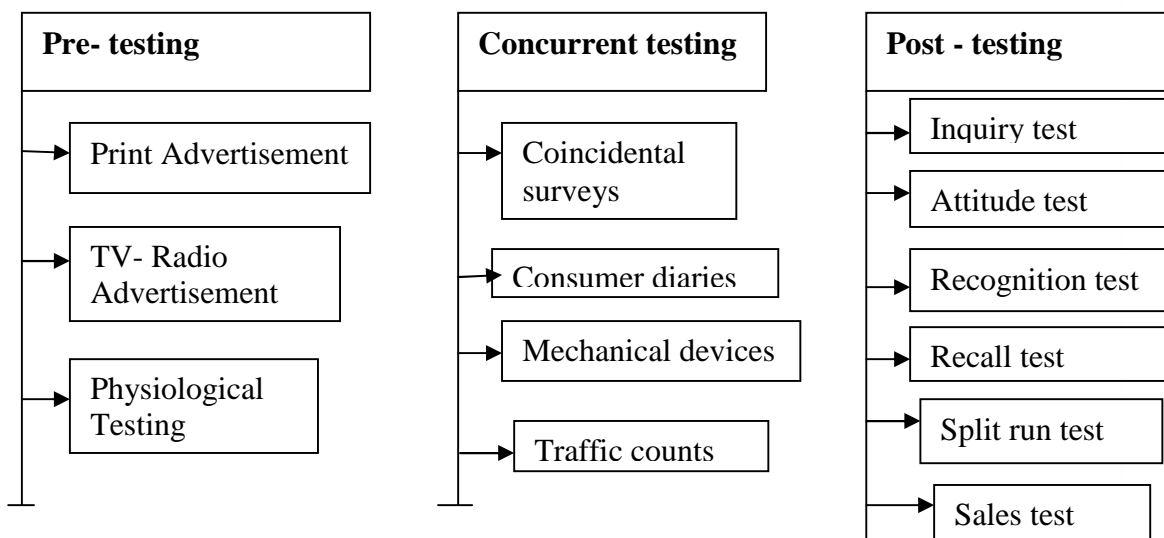
Part C - Answer any two (2*10= 20 marks)

3 (a) Explain the various methods used for measurement and evaluation of advertising

[10]

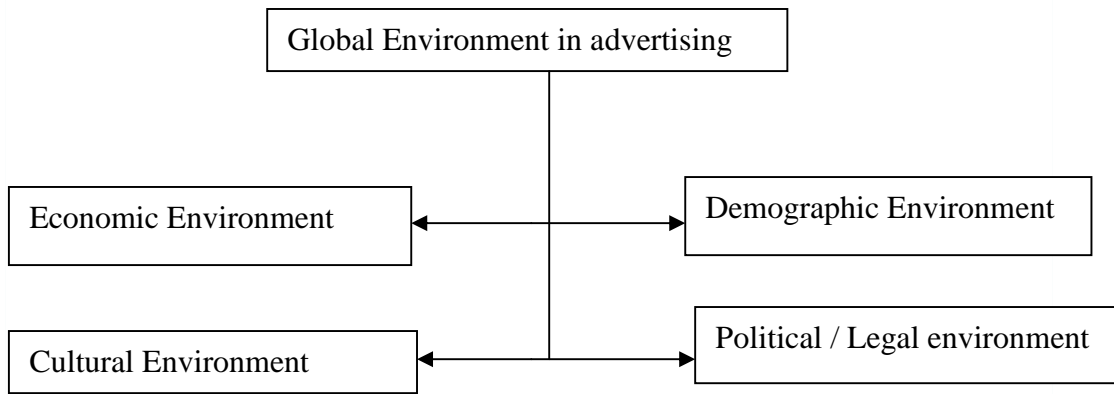
CO2 L5

MEASURING ADVERTISEMENT EFFECTIVENESS



(b) **Discuss the global environment in advertising** [10]

CO3	L2
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(c) **What are the decision areas in international advertising** [10]

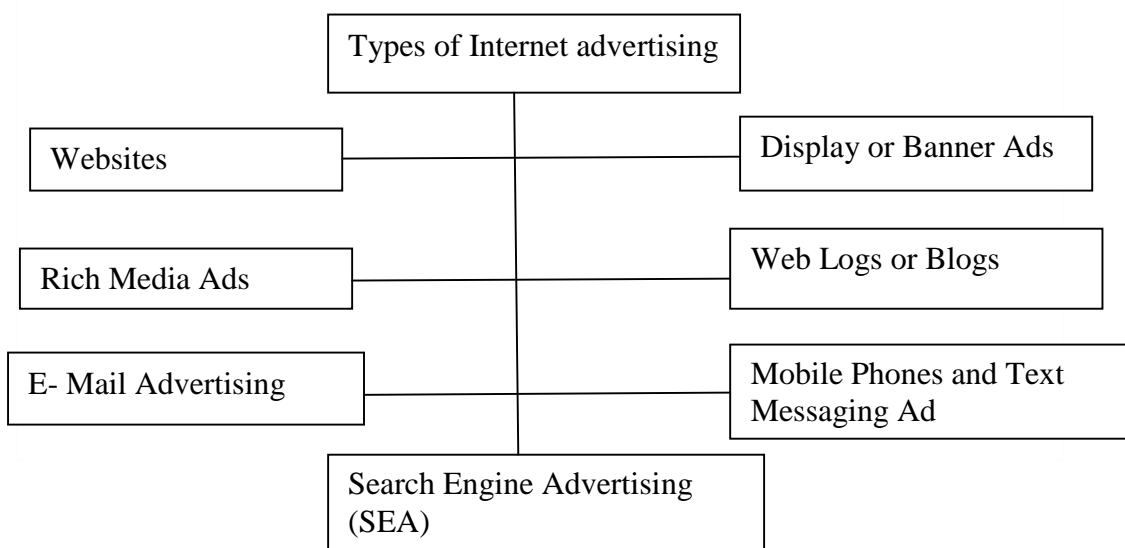
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Part D - Compulsory (1*10=10/2*5=10 marks)

4. **What are the types of internet advertising** [10]

CO3	L1
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