

Internal Assessment Test - I

Sub:	Integrated Marketing Communication	Code:	17MBAMM402
Date:	19/03/2019	Duration:	90 mins
		Max Marks:	40
		Sem:	III
		Branch:	MBA

		Marks	OBE	
			CO	RBT
Part A -Answer Any Two Full Questions (16*02=32 Marks)				
1(a)	What is Integrated Marketing Communication?	[02]	CO1	L1
	(b) Explain the elements of Marketing and Promotion Process Model.	[06]	CO3	L4
	(c) Explain the various Advertising appeal through various stages of PLC.	[08]	CO3	L4
2(a)	Define Advertising.	[02]	CO1	L1
	(b) Illustrate on Types of Advertising Agencies.	[06]	CO2	L3
	(c) Discuss in detail the services offered by Advertising Agencies.	[08]	CO3	L2
3(a)	What is your understanding of the Communication Process.	[02]	CO1	L1
	(b) Describe the activities people engage in during Television Advertisements.	[06]	CO2	L2
	(c) Summarize the methods that can be adopted to make people watch Television Advertisements without switching between Channels on TV.	[08]	CO3	L5
Part B - Compulsory (02*04=08 marks)				
4	One of Proctor and Gambles(P&G) 's primary product is Febreze. The product targets individuals who do not like washing laundry and has been positioned by P&G as an alternative method of of completing this chore. An ideal target market would seem to be the 18 million college students in the United States. With busy class schedules, work and Social events , they may believe they do not have enough time to do laundry .For jeans and other clothes that are not quite dirty yet, Febreze offers the chance to “refresh” the clothes and kill any possible odours. John Paquin, Executive Vice President at the Advertising Agency WPP Grey Worldside, which handles the Febreze product, states that” washing is not a convenient part of the lifestyle at College”. He also recognizes that “mainstream media buys (such as television) are not effective for the 18-22 year olds“.			
Questions				
	(a) Identify alternative media you would use to reach 18-22 year olds.		CO3	L1
	(b) Recommend an advertisement message for Febreze aimed at the college demographic		CO3	L5

Course Outcomes	IOP	PO2	PO3	PO4	PO5	PO6	PO7
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CO1:	Define and apply knowledge of various aspects of managerial decision making related to Marketing Communication Strategy and Tactics.	1a, 2a, 3a					
CO2:	Ability to create an Integrated marketing communication(IMC) plan which includes promotional strategies.		3b		2b,		1c
CO3:	Explain the role of IMC in the overall marketing & use effectiveness measures to evaluate IMC strategies.		1b, 1c		2c, 3c		4a

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.

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;

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Note:Part A - Answer Any Two Full Questions(16*02=32 Marks)

Part B - Compulsory (01*08=08 marks)

Part	Question #	Description	Marks Distribution		Max Marks	
A	1	a) Definition	2 M	02 M	16 M	
		b) Block Diagram Marketing Promotion model explanation	2 M 2 M 2 M	06 M		
		c) Introduction Growth Maturity Decline	2 M 2 M 2 M 2 M	08 M		
	2	a) Definition	2 M	02 M	16 M	
		b) a)5 types b) Explanations	2 M 4 M	06 M		
		c) Services offered with explanation	6M 2 M	08 M		
	3	a) Meaning	2 M	02 M	16 M	
		b) Switching/Gaming/Snacks	6 M	06 M		
		c) Celebrity Continuity Compassion Coordinated effort	2 M 2M 2 M 2M	08 M		
	B	4	a) Open Ended Answer with proper justifications a. Social media b. Coupled with emotions like Valentine's Day Celebrations-Involvement of the Segment	4 M 4M	08 M	08 M

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		OBE	
		CO	RBT
Part A -Answer Any Two Full Questions (16*02=32 Marks)			
1(a)	<p>What is Integrated Marketing Communication?</p> <p>Integrated Marketing is an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise; it attempts to meld all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media, through their respective mix of tactics, methods, channels, media, and activities, so that all work together as a unified force. It is a process designed to ensure that all messaging and communications strategies are consistent across all channels and are centered on the customer.</p>	[02]	
		CO1	L1
(b)	<p>Explain the elements of Marketing and Promotion Process Model.</p> <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p style="text-align: center; background-color: #800000; color: white; padding: 5px;">Marketing and Promotions Process Model</p> <p>The diagram illustrates the Marketing and Promotions Process Model. It is divided into several stages and components:</p> <ul style="list-style-type: none"> Opportunity analysis (top left) and Competitive analysis (middle left) lead to Identifying markets (top middle). Target marketing (bottom left) leads to Market segmentation (middle middle) and Positioning through marketing strategies (bottom middle). Identifying markets, Market segmentation, and Positioning through marketing strategies all lead to Selecting a target market (middle bottom). Selecting a target market leads to Product decisions (top right), Pricing decisions (middle right), and Channel-of-distribution decisions (bottom right). Product decisions, Pricing decisions, and Channel-of-distribution decisions all lead to Promotional decisions (center right), which includes: Advertising, Direct marketing, Interactive marketing, Sales promotion, Publicity and public relations, and Personal selling. Promotional decisions lead to Promotion to final buyer (top right), Internet/Interactive (middle right), and Promotion to trade (bottom right). Promotion to trade leads to Resellers (bottom right). Resellers lead to Ultimate consumer (far right), which includes Consumers and Businesses. The final step is Purchase (bottom right). </div>	[06]	
		CO3	L4
(c)	<p>Explain the various Advertising appeal through various stages of PLC.</p> <p>Advertising through various stages of PLC Product Life Cycle Pre-Introduction: Light advertising, pre-introduction publicity Prof. Bholanath Dutta/ 96323 18178 Introduction: Heavy use of advertising, public relations for awareness, sales promotion for trial Growth: Advertising, public relations, branding and brand marketing, personal selling for distribution Maturity: Advertising decreases, sales promotion, personal selling, reminder & persuasion Decline: Advertising and public relations decrease, limited sales promotion, personal selling for distribution.</p>	[08]	
		CO3	L4
2(a)	<p>Define Advertising.</p>	[02]	
		CO1	L1

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them

(b) Illustrate on Types of Advertising Agencies.

- **Full service Agencies**
 - Large size agencies.
 - Deals with all stages of advertisement.
 - Different expert people for different departments.
 - Starts work from gathering data and analyzing and ends on payment of bills to the media people.
2. **Interactive Agencies**
- Modernized modes of communication are used.
 - Uses online advertisements, sending personal messages on mobile phones, etc.
 - The ads produced are very interactive, having very new concepts, and very innovative.
3. **Creative Boutiques**
- Very creative and innovative ads.
 - No other function is performed other than creating actual ads.
 - Small sized agencies with their own copywriters, directors, and creative people.
4. **Media Buying Agencies**
- Buys place for advertise and sells it to the advertisers.
 - Sells time in which advertisement will be placed.
 - Schedules slots at different television channels and radio stations.
 - Finally supervises or checks whether the ad has been telecasted at opted time and place or not.
5. **In-House Agencies**
- As good as the full service agencies.
 - Big organization prefers these type of agencies which are in built and work only for them.
 - These agencies work as per the requirements of the organizations.

[06]

CO2

L3

(c) Discuss in detail the services offered by Advertising Agencies.

Attracting clients,
 Research function,
 Advertising planning,
 Creative function,
 Media selection,
 Advertising budget,
 Coordination,
 Sales promotion,
 Marketing research,
 Non-advertising functions, and
 Public relations.

[08]

CO3

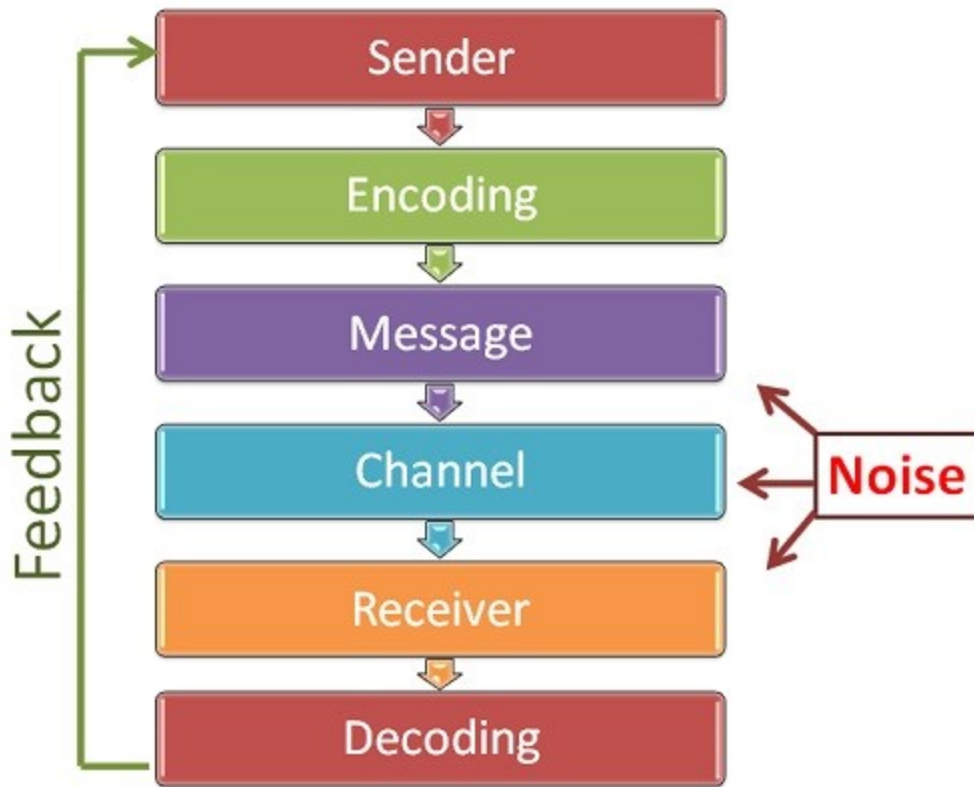
L2

3(a) What is your understanding of the Communication Process.

[02]

CO1

L1



(b) Describe the activities people engage in during Television Advertisements.

- Switching channels
- Playing Video games

[06]

CO2

L2

(c) Summarize the methods that can be adopted to make people watch Television Advertisements without switching between Channels on TV.

- Celebrity**
- Continuity**
- Compassion**
- Coordinated effort**

[08]

CO3

L5

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Questions

(a) Identify alternative media you would use to reach 18-22 year olds.

- Social media

CO3

L1

(b) Recommend an advertisement message for Febreze aimed at the college demographic

- Coupled with emotions like Valentine's Day Celebrations-Involvement of the Segment

CO3

L5

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