

Scheme Of Evaluation
Internal Assessment Test 1- Feb 2021



Sub: **IMC (IAT 1 Scheme and Solution)**

Date: 6/5/21 Duration: 90mins Marks: 50 **Sem:** IV

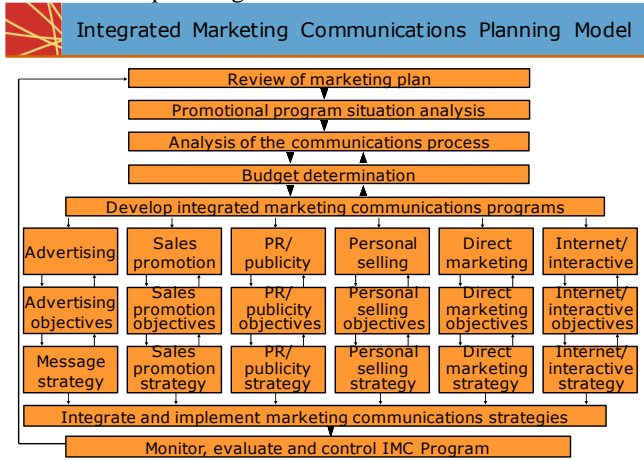
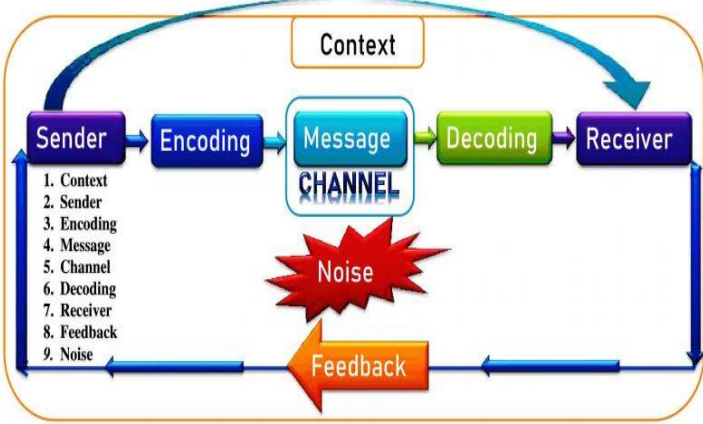
Code:

Branch: MBA

Note: Part A - Answer Any Two Full Questions (20*02=40 Marks)

Part B - Compulsory (01*10= 10marks)

Part	Question #	Description	Marks Distribution		Max Marks
A	1	a Define IMC a strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communication programs with consumers, customers, prospects employees and other relevant external and internal audiences	3	3	20 M
		b Explain types of advertising agencies. IN HOUSE AGENCIES FULL SERVICE AGENCIES SPECIALISED AGENCIES USE AGENCIES In large organization, there may be a separate whole department devoted to advertisement headed by advertisement manager reporting to marketing manager, who in turn reports to top management. In small firms, there may be a person looking after the advertisement tasks and reporting to the top management. The advertiser has many advantage of in-house agency. SERVICE AGENCIES Full Range of Marketing, Communication and Promotion services. Planning, creating, producing advertising. Performing research. Selecting and purchasing media. Non-Advertising Services. Strategic market planning. Sales promotion. Internet and interactive ads. Public relations and publicity. Production of trade show materials. Package design. SPECIALISED AGENCIES Many advertising agencies have come up that do not provide full range of services but specialize in one or the other services only. They provide their expert services to either the advertiser or other ad agencies. The advertising agencies that restrict and specialize in niche areas like: consumer durable, domestic market, local market or only regional languages are called specialized agencies. For example, Soubhagya advertising agency specializes in financial	3.5 (Chart)	3.5 (expln)	

		advertising only			
	c	<p>Discuss IMC planning model.</p>  <p>The diagram illustrates the Integrated Marketing Communications Planning Model. It starts with 'Review of marketing plan', followed by 'Promotional program situation analysis', 'Analysis of the communications process', and 'Budget determination'. These lead to 'Develop integrated marketing communications programs', which branches into six categories: Advertising, Sales promotion, PR/publicity, Personal selling, Direct marketing, and Internet/interactive. Each category has its own objectives and message strategy. The process concludes with 'Integrate and implement marketing communications strategies' and 'Monitor, evaluate and control IMC Program'.</p>	5+5	10	
	a	<p>Define advertising agency.</p> <p>An advertising agency or ad agency or advert agency is a service based business dedicated to creating, planning, and handling advertising (and sometimes other forms of promotion) for its clients</p>	3	3	
2	b	<p>Explain communication process.</p>  <p>The diagram shows the communication process: Sender → Encoding → Message (via CHANNEL) → Decoding → Receiver. A Feedback loop goes from Receiver back to Sender. Context influences the process, and Noise is shown as a disruptive element. A legend lists: 1. Context, 2. Sender, 3. Encoding, 4. Message, 5. Channel, 6. Decoding, 7. Receiver, 8. Feedback, 9. Noise.</p>	3.5 (chart)	7	20 M
	c	<p>Discuss services offered by advertising agencies.</p> <p><u>Account service</u> The link between agency and client. Managed by the account executive.</p> <p><u>Marketing services</u></p>	5 (table)+ 5 (expln)	10	

		<p>Research department designs and executes research programs.</p> <p>Media department analyzes, selects and contracts media time and space.</p> <p><u>Creative services</u></p> <p>Creation and execution of ads.</p> <p>Copywriters, artists, other specialists.</p>																							
3	a	<p>Define advertising.</p> <p>Advertising is a way of communicating information to the consumer. It is the economical means by which manufacturer/marketer can communicate to the audience. Advertising is an inseparable part of free speech. Advertising improves the economies of developing/developed nations. Advertising is an essential and integral part of marketing mix.</p>	3	3	20 M																				
	b	<p>Differentiate between advertising and marketing.</p> <table border="1"> <thead> <tr> <th>MARKETING</th> <th>ADVERTISING</th> </tr> </thead> <tbody> <tr> <td>Tends to cost less</td> <td>Can cost significant amounts of money</td> </tr> <tr> <td>Attracts customers organically</td> <td>Targets customers with a broader sweep</td> </tr> <tr> <td>Takes a personal approach to messaging</td> <td>Targets all consumers in the same way</td> </tr> <tr> <td>Often hosted by the entrepreneur</td> <td>Often hosted in other media</td> </tr> <tr> <td>Longer buying cycle</td> <td>Shorter buying cycle</td> </tr> <tr> <td>KPIs include brand awareness, improved relationships, social shares, web traffic, and more</td> <td>KPIs typically boil down to sales and conversions</td> </tr> <tr> <td>Designed for customer acquisition and retention</td> <td>Designed primarily for customer acquisition</td> </tr> <tr> <td>Can include two-way communication between the brand and the consumer</td> <td>Involves strictly one-way communication from brand to consumer</td> </tr> <tr> <td>Focus on creating new content and messaging</td> <td>Focus on repeating the same content and messaging</td> </tr> </tbody> </table>	MARKETING	ADVERTISING		Tends to cost less	Can cost significant amounts of money	Attracts customers organically	Targets customers with a broader sweep	Takes a personal approach to messaging	Targets all consumers in the same way	Often hosted by the entrepreneur	Often hosted in other media	Longer buying cycle	Shorter buying cycle	KPIs include brand awareness, improved relationships, social shares, web traffic, and more	KPIs typically boil down to sales and conversions	Designed for customer acquisition and retention	Designed primarily for customer acquisition	Can include two-way communication between the brand and the consumer	Involves strictly one-way communication from brand to consumer	Focus on creating new content and messaging	Focus on repeating the same content and messaging	3.5 (chart)+ 3.5 (expln)	7
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c	<p>Discuss various advertising budgeting methods.</p> <p>1. Top-down approach. Affordable method. Arbitrary allocation. Percentage of sales.</p> <p>2. Bottom-up approach. Specific objectives are set. Based on budget allocated. Define communication objective. Determine strategy. Estimate the cost.</p>	3 (Points)+ 7 (expln)	10																						
B	4	Develop IMC planning model for education institute.	5+5	10	10 M																				

Integrated Marketing Communications Planning Model

