

Internal Assessment Test - III Scheme & Sol

Sub: **Integrated Marketing Communication**

Code: **18MBAMM402**

Date: **10-06-2021**

Duration: 90 mins

Max Marks: 50

Sem: IV

Branch: MBA

OBE

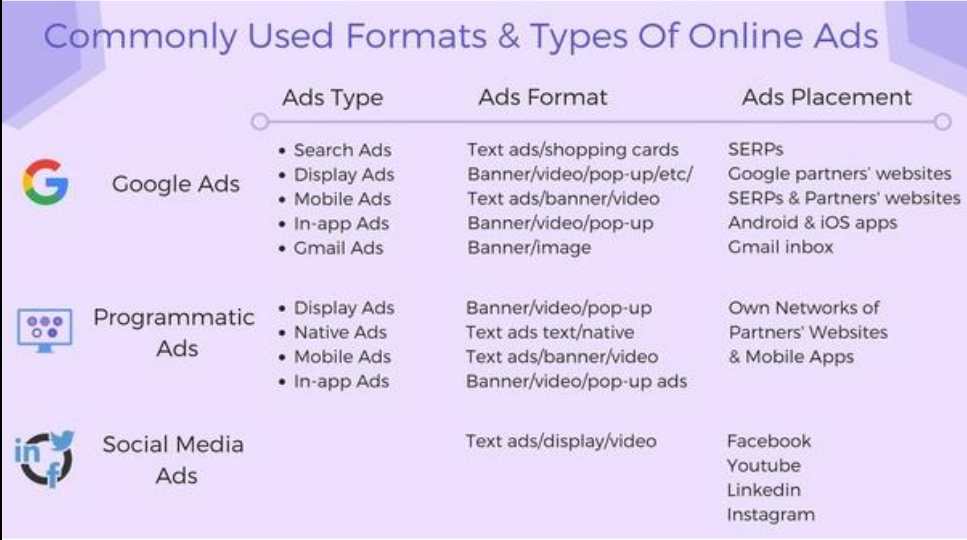
Marks CO RBT

Part A -Answer Any Two Full Questions (20*02=40 Marks)			
1(a)	<p>What do you mean by pre test of advertising.</p> <ul style="list-style-type: none"> • Tests made before the copy is released. • Finds weakness creeping in the copy, such as Head line, Illustration or any other. • Evaluates consumer response to ad. • Way message understood by consumer. • Done as early as idea generation stage to test the final version before implementation. 	[03]	CO3 L1
(b)	<p>Explain the decision areas of international advertising.</p> <ul style="list-style-type: none"> • Economic environment. • Demographic environment. • Cultural environment. • Political and legal environment. 	[07]	CO2 L2
(c)	<p>Describe the copy test methods based verbal response.</p> <p>Copy test based on Verbal response</p> <ol style="list-style-type: none"> a) Consumer jury test. b) Portfolio test. c) Qualitative research. d) On the air test. e) Theatre persuasion test. 	[10]	CO3 L2
2(a)	<p>Define internet advertising.</p> <p>Online advertising, also known as online marketing, Internet advertising, digital advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers.</p>	[03]	CO2 L1
(b)	<p>Explain the inquiry test (post test).</p> <ul style="list-style-type: none"> • Used in consumer marketing and in B2B. • Measuring the ad's effectiveness on the basis of inquiries generated form offers or coupons appearing in different print media. • Number of enquiries received indicates the ad effectiveness. • Inquiry may be for more details or demonstration. <p>Ways to handle inquiry test:</p> <ol style="list-style-type: none"> 1. Run the ad in the successive issues of the same medium. 2. Running split-run test, wherein there is a variation in the ad copy appearing in different copies of the same newspaper. 3. Running the same ad in different media. <ul style="list-style-type: none"> • The first method indicate the overall effectiveness of ad campaign. • Second indicate the effect of variation in the ad. • Third indicate the effectiveness of the medium. 	[07]	CO3 L2

(c)	<p>Discuss the components of internet advertising.</p> <ul style="list-style-type: none"> • Website design: Professional, clean, easy to navigate. Focus on: Call To Action, Optimizing site for all browsers, incorporating ‘Keywords.’ • Blog: Website include an integrated blog, with useful and relevant information. Subscribe option, easy to share through social media, interact with you by commenting on posts. <p>Search Engine Optimization</p> <ul style="list-style-type: none"> • Use search engine optimization techniques to help your website, blog, and social media accounts rank high in the search engines. • Follow these steps in your marketing strategy: • Make sure each page of your website is optimized for the search engines <p>Email Marketing</p> <ul style="list-style-type: none"> • Is a great way to stay in front of your customers. Pay attention to: • Creating a quality design for your email template. <p>Social Media Presence</p> <ul style="list-style-type: none"> • Facebook, Twitter, LinkedIn, YouTube, and Google+. • Provide an opportunity to create a community around your company. 	[10]	CO2	L2
3(a)	<p>Define B2B communication.</p> <p>Business-to-business refers to methods by which employees from different companies can connect with one another, such as through social media.</p> <p>This type of communication between the employees of two or more companies is called B2B communication.</p>	[03]	CO2	L1
(b)	<p>Explain the issues involved in industrial selling.</p> <ul style="list-style-type: none"> • Uncertainty about the future. • Financial management. • Monitoring performance. • Regulation and compliance. • Competencies and recruiting the right talent. • Technology. • Exploding data. • Customer service. 	[07]	CO2	L2
(c)	<p>Illustrate recognition test with suitable example.</p> <p>Recognition test:</p> <ul style="list-style-type: none"> • Researcher shows the respondents- the issue of newspaper / magazine, which he claims to have read. • They are asked to recognize the ad. • Used to determine the incidence and intensity of reading an advertisement which is inserted. • If magazine is bimonthly, test will commence three to six days after magazine released. • Test go on for two-three weeks. • 100 to 150 individuals are given a copy of magazine. <p>Ex: Women’s Era Magazine</p> <ul style="list-style-type: none"> • Product advertised is cutlery. • Questions sample – <p>1. Did you read Women’s era – issue dated June 21. Yes..... No</p>	[10]	CO3	L3

	<p>2. If Ye recall whether you have seen this advertisement for cutlery. Yes..... No....</p> <p>3. What is the extent of your involvement in reading / seeing the advertisement.</p> <p>Options:</p> <ol style="list-style-type: none"> Don't remember to have read the ad. Remember to have seen the advertisement. Remember to have seen the advertisement, you could correlate the product with which it is associated. Read half or more of the written material in the advertisement. All these responses mentioned in percentages. 			
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Part B - Compulsory (01*10=10marks)

4	<p>A Prestigious MBA institute thought of conducting admission campaign in this Pandemic time.</p> <p>As a advertising consultant recommend various types of internet advertising to the education institution.</p> 	[10]	CO2	L3
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Course Outcomes		PO 1	PO 2	PO 3	PO 4	PO 5
CO1	Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.	3				
CO2	Ability to create an integrated marketing communications plan which includes promotional strategies.			3		2
CO3	Explain the role of IMC in the overall marketing & Use effectiveness measures to evaluate IMC strategies.		3			2
CO4	Prepare advertising copy and design other basic IMC tools.	3				
Cognitive level	KEYWORDS					
L1	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.					
L2	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss					
L3	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify					
L4	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select					
L5	grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate					

L6	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate
<i>PO1–Theoretical Knowledge;</i>	<i>PO2–Effective Communication Skills;</i>
<i>PO4 –Sustained Research Orientation; PO5 –Self-Sustaining Entrepreneurship</i>	<i>PO3–Leadership Qualities;</i>

CCI

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