

CBCS SCHEME

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18MBAMM402

Fourth Semester MBA Degree Examination, July/August 2021 Integrated Marketing Communication

Time: 3 hrs.

Max. Marks: 100

Note: Answer any Five full questions.

- 1 a. Define IMC. (03 Marks)
b. Briefly explain various promotion tools in IMC. (07 Marks)
c. Examine the steps involved in developing IMC programme. (10 Marks)
- 2 a. Expand DAGMAR. (03 Marks)
b. What are the advantages and disadvantages of Advertising? (07 Marks)
c. Explain the different types of Advertising Agencies. (10 Marks)
- 3 a. What is Advertising Budget? (03 Marks)
b. Discuss the Budgeting methods in Advertising. (07 Marks)
c. Discuss various types of Advertising. (10 Marks)
- 4 a. Define Direct Marketing. (03 Marks)
b. Explain the steps in developing the Media Plan. (07 Marks)
c. What are the advantages and disadvantages of Magazines? (10 Marks)
- 5 a. Define Medial Planning. (03 Marks)
b. Explain the types of Corporate Advertising. (07 Marks)
c. What are the tools of Public relation? (10 Marks)
- 6 a. What is Pretesting and Post testing in Advertising? (03 Marks)
b. What are the advantages and disadvantages of Direct Marketing? (07 Marks)
c. Explain the various methods used for Advertising Measurements and Evaluation. (10 Marks)
- 7 a. What is B2B communication? Give examples. (03 Marks)
b. Explain the decision area of International Advertising. (07 Marks)
c. Describe Global Advertising Techniques with example. (10 Marks)

8 CASE STUDY :

Eureka Forbes followed the globally tried and tested direct selling route for marketing its products in India. Thus becoming one of the first direct selling companies in India. Vacuum cleaner and water purifiers were rather new concepts for Indian consumer methods of cleaning and filtering. Therefore, Eureka Forbes had to first establish the concept of vaccum cleaners and water purifiers in India before it could sell 'Eureka' as a brand.

Questions :

- a. With changing market conditions in the direct selling strategy still the right strategy for a consumer electronics manufacturers like Eureka Forbes? (10 Marks)
- b. How can Eureka Forbes benefit from associating with various environmental protection activities? (10 Marks)
