

M.B.A.-II (Sem.-III) Examination
Integrated Marketing Communications
May-2017

Time : 3 Hours]

[Max. Marks : 100

Each question carries 20 marks

1. Write short notes:

(a) Explain the concept of Personal selling in integrated marketing communications with respect to Personal Selling, the Personal Selling Process and Sales Promotion .(6 Marks)

(b) Highlight the importance of Internet Advertising and how it has brought in a revolution in communication with examples.(6 marks)

(c).How does the Internet work and what are the roles it plays in marketing communication? How does Internet advertising work? In what ways are the different forms of interactive and alternative new media changing how advertising works?(8 marks)

2. Define Creative Strategy and Creative Tactics in Media planning and development. Explain with examples the Significance of the Power Idea and its correlation with hard and soft selling. (20 marks)

OR

2. Explain the importance of hierarchical response models which consumers/customers go through as they learn about a company's product or service with a diagram. Also highlight the Implications of response models. (20 marks)

3. (a) Explain in detail the 4 steps related to Measuring Advertising Effectiveness with examples (10 marks)

(b) Write a short note on the importance of Public Relations, Publicity, and Corporate Advertising. (10 Marks)

OR

3. Prepare a creative strategy and advertising campaign brief for ANY 4 of the following. (20 marks)

- a) Mineral water
- b) Fruit Juice
- c) Shampoo
- d) Creams
- e) Deodorant
- f) Talcum powder

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4. (a) Explain in detail the importance of regulation of Advertising and Promotion. Further also evaluate the significance of Social, Ethical, and Economic Aspects of Advertising and Promotion with examples. **(10 Marks)**
(b) Write a short note on the importance of consumer behavior in integrated marketing communications. **(10 Marks)**

OR

4. (a) Explain the various examples of hierarchical response models that have been developed through the years to depict the stages consumers/customers go through as they learn about a company's product or service. **(10 Marks)**
(b) Define Elaboration likelihood model (ELM) and explain its importance in Advertising. **(10 Marks)**

5. (a): Write a short note on explaining the advantages and disadvantages of global marketing and their subsequent impact on advertising. **(10 Marks)**

(b): Which are the key methods of measuring the effectiveness of an advertising programme? What are the advantages and disadvantages of measuring the effectiveness of an advertising programme? **(10 Marks)**
