



(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 270378

Roll No.

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M. B. A.

(SEM. III) (ODD SEM.) THEORY
EXAMINATION, 2014-15

INTEGRATED MARKETING COMMUNICATIONS

Time : 3 Hours]

[Total Marks : 100

1 Attempt any **four** parts of the following : **5×4=20**

- (a) Discuss the role of integrated marketing communications plays in relationship marketing.
- (b) Choose a company and discuss how it communicates with its customers at the marketing communications levels.
- (c) Discuss the role of direct marketing as an IMC tool.
- (d) Discuss how the integrated marketing communications perspective differs from traditional advertising and promotion.
- (e) Describe with suitable examples the nature of various factors contributing to IMC.
- (f) Discuss the challenges faced by IMC in current marketing scenario.

2 Attempt any **two** parts of the following : $10 \times 2 = 20$

(a) Changing lifestyles can create both opportunities and threats for the marketer. Provide an example of a change in lifestyle that poses a threat to marketers and one that provides an opportunity.

(b) Describe how the positioning strategy adopted for a brand would need to be supported by all other elements of the marketing mix.

(c) Discuss the various methods by which advertising agencies are compensated. What factors will determine the type of compensation arrangement a company uses with an agency?

3 Attempt any **two** parts of the following : $10 \times 2 = 20$

(a) Explain what is meant by creative strategy and creative tactics in advertising. With an example of advertising campaign evaluate the creative strategy and tactics used in the ads.

(b) Assume that you have been hired as an account planner by an advertising agency and assigned to work on the advertising campaign for a new brand of bottled water. Describe the various types of general and product-specific preplanning input you might provide to the creative team.

(c) Find an example of an ad or campaign that you think reflects one of the approaches used to develop a major selling idea such as unique selling proposition, brand image, inherent drama, or positioning. Discuss how the major selling idea is reflected in this ad or campaign.

4 attempt any **two** parts of the following : $10 \times 2 = 20$

(a) One long-time advertising agency executive noted that buying media is both an art and a science, with a leaning towards art. Explain what this means and provide examples.

(b) Media planning involves a tradeoff between reach and frequency. Explain what this means and give examples of when reach should be emphasized over frequency and vice versa.

(c) Discuss the advantages of television as an advertising medium and the importance of these factors to major advertisers such as automobile companies and packaged-goods marketers.

5 Attempt any **two** parts of the following : $10 \times 2 = 20$

(a) Give an example of how companies might use direct marketing as part of an IMC program. Provide examples of both consumer and business marketers.

- (b) Discuss the role of sales promotion as a part of the promotional mix and how it can be integrated with other marketing communication tools.
 - (c) Provide examples of companies with which you are familiar that have successfully integrated the Internet into their communications programs. Explain the role of the Internet in these IMC programs.
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