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P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Fourth Semester, Master of Business Administration (MBA)

Semester End Examination; June - 2017

Integrated Marketing Communication

Time: 3 hrs

Max. Marks: 100

*Note: Answer all **FOUR** full questions from **PART-A** and **PART-B** (Case study) is Compulsory.*

PART - A

1 a. Define the term Integrated Marketing Communication. Briefly explain the various IMC communication tools employed by the marketers? 10

b. What is advertising? Explain the different types of advertisement. 10

OR

2 a. Explain in detail the life cycle model of advertising. 10

b. What do you mean by positioning? What are the methods available for positioning? 10

3 a. Identify the various organizations that participate in the IMC process and briefly discuss the roles and responsibilities. 10

b. What do you understand by the term ad agency? How do agencies gain customers and why do they lose them? 10

OR

4 a. What is DAGMAR? Explain how marketers might use DAGMAR in establishing objectives. What are the some of the problems associated with the use of DAGMAR? 10

b. List out the types of advertising budgets. 10

5 a. What is media Planning? What are the various factors need to be considered while designing a media strategy? 10

b. Explain the term creativity. What are the steps involved in a creative process? 10

OR

6 a. What is the purpose of headline? What are the different types of headlines? 10

b. Explain the concept of direct marketing. What major forces have lead to the growth of direct marketing? 10

7 a. Describe two strategies that could be used by a company in its approach to public relation function. 10

b. Explain various factors to be accounted for while measuring advertising effectiveness. 10

OR

8 a. Discuss the international advertising environment in detail. 10

b. Elucidate the IMC aspects of coordinating a web activity with other promotional activities. 10

PART - B (Compulsory)

9. Case study:

Surrogate Advertising and its impact on society.

Liquor Producers in India used to spend heavily on advertising on the electronic media because of the reach of satellite and cable TV. Though the broadcasters were bound by a 30 years old advertising code which banned them from airing advertisement that related to or promoted cigarettes continued blatantly over the years. This was because the code was only a code of conduct; not a legally enforcing code. Doordarshan. The state owned TV channel was the only one that adhered to it. It is common to see a famous sports person or movie star endorsing soda water, music compact discs and mouth freshners that are brand extensions for companies that market alcohol, pan masala or tobacco by the same brand names. Section 7 of the cable and Television Network Act 1994. Clearly prohibits any direct or indirect advertisement of tobacco and alcohol. Besides section 77 of the amended Juvenile Justice Act says that “ it is an offence against a child if a person gives or causes to be given to any child tobacco products”. By extension, promotion of such products among minors could be considered a criminal offence.

In India, celebrities are often treated as semi-goods. Indian advertising Industry has witnessed the endorsement of many celebrities like M.S. Dhoni, Shah Rukh Khan and Saif Ali Khan acting us to make it large with a music CD or soda water that bears the same name as a brand of alcohol.

The 2009-10 Global youth Tobacco survey, conducted by WHO among schools with children between 13 years and 15 years. Illustrates the impact of such advertising. The survey found that 14.6% of youth currently use tobacco 21%-24% of boys said that they thoughts smoking on drinking would get them more friends and make them look more attractive. Atleast three-fourths of those who participated in the survey remembered seeing such advertisements in the preceeding month. The ability of Children to recall such information was also correlated with intent to smoke/drink initiation and level of consumption. Such endorsement earn celebrities exorbitant amounts of money. Though it is often claimed by the companies that they are not advertising the products they can't legally promote, the fact remains that surrogate adversiting increase their brand recognition and sales as well.

Questions:

- a. Discuss the advantages and disadvantages of using celebrity for surrogate advertisements 10
- b. By banning advertisements for liquor or tobacco products government is trying to disassociate itself from the solid evils associated with alcohol consumption. Critically comment on this statement inlight of the ban on direct advertisement for such products 10