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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; May/June - 2018

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. Briefly explain integrated marketing communications planning model. 10
 b. What are the steps involved in developing IMC programme? Explain. 10

OR

- 2 a. Explain the role and purpose of advertising. 10
 b. Briefly explain the communication process with neat diagram. 10
 3 a. Explain the various types of agencies with suitable example. 10
 b. Identify the criteria for selecting the advertising agencies. 10

OR

- 4 a. Explain DAGMAR - an approach to setting objectives. 10
 b. Explain various Budgeting approaches. 10
 5 a. What are the various stages of developing media plan? 10
 b. Discuss the advantages and disadvantages of direct marketing. 10

OR

- 6 a. Explain the importance and tools used for sales promotion. 10
 b. Explain the objectives and tools for public relations. 10
 7 a. Write short notes on:
 i) Pre-testing in advertising 10
 ii) Post-testing in advertising
 b. Discuss the types and limitations of corporate advertising. 10

OR

- 8 a. Explain the different types of industrial advertising. 10
 b. Explain the advantages and limitations of internet-advertising. 10

Contd...2

PART - B (Compulsory)**9. Case Study:****NEW GLOBAL MARKET SEGMENT**

Multinational companies recognize that one of the major global marketing challenges is tapping into billions being spent by the teens around the world. The convergence in teens tastes, attitudes and product preferences is being driven by several factors. The most powerful unifying force among teens is television, including TV advertising. TV has helped create a single market in US and satellite TV helping to do same elsewhere.

Companies run European or Asian wide campaigns by using similar ads in series of mentioned markets. MTV the New York based music network is watched in nearly 100 countries and is tremendously popular in Europe reaching 60 million households. Music and sports are universal languages for teens. Some companies are developing new products for the global teen market.

The advertising such director of MTV, Europe says, "An 18 year old in Germany has more in common with another 18 year old in France than he does with his own parents. We consider them in one nation" to many marketers, teens are an important global market segments.

- a. Do you believe that teens around the world are to be considered to belong to the one nation? If so how? 7
- b. How is the 'Indian teen' to be marketed by different product makers? 7
- c. State the significance of media advertising to Indian teen. 6

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