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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 - 2019

Integrated Marketing Communications

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 IMC. Explain the Role of IMC in Marketing Process. 10
 b. Explain the Communication process with reference to IMC. 10

OR

- 2 a. Discuss the different stages of PLC in advertising. 10
 b. Explain the steps involved in developing IMC programme. 10
 3 a. What is meant by advertising agency? Explain its types. 10
 b. Explain the criteria for selecting the agencies. 10

OR

- 4 a. What is meant by Advertising Budget? Explain various budgeting methods with example. 10
 b. Explain DAGMAR approach with suitable example. 10
 5 a. Explain the steps involved in development of media plan in detail. 10
 b. Explain various advantages and disadvantages of direct marketing. 10

OR

- 6 a. Explain various strategies in Marketing Public Relations. 10
 b. Explain the elements in headlines and body copy of media strategy. 10
 7 a. Choose a popular print Ad or TV – Commercial and analyze the following :
 i) Advertising objective
 ii) Segmentation 10
 iii) Target Market
 iv) Media Vehicle / chosen, reach and frequency
 b. What, Where, When and How is advertising effectiveness is tested? 10

OR

8. Write short notes on:
 a) International Advertising
 b) Internet Advertising 20
 c) Industrial Advertising
 d) Event Management

PART - B (Case study – Compulsory)

9. An advertising agency prepared a number of print advertisements for a new product introduction. The agency agreement called for compensation on a commission basis. At the request of the client, it was agreed to include special effects in the Ad. The Final Ad was to the satisfaction of the client but the product manager of the company explained critically that he misunderstand what aspect of the Ad campaign was covered under the commissioned agreement.

The company requested the agency to send a team so that they could spend two days with product manager brain storming the ideas and developing the framework for their brochure. An accounts executive, public relation person art in charge, copy writer was sent by the agency to the clients premises. According to the product manager, it was a great success. Later, after about hourly basis. The product manager thought that it would be on project basis.

Generally, due to reasons, as cited above, client / agency relationship gets raddled with problems. Sometimes problem never gets sorted out and termination of relationship is the only answer. Since getting into a new agency is a time consuming process, most client put up with their agencies.

Some companies evaluate the performance of their agencies on a regular basis. Client and agency must do evaluation. In performance appraisal there must be a ranking system exceptional to unacceptable. Agency must be given a change to correct its mistake and termination should be based purely on evaluation basis.

Questions:

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| a. What do you think is reasonable for billing procedure? | 5 |
| b. What steps should have been taken to avoid this situation. | 5 |
| c. Beside payment what other factors can cause misunderstanding and fallout of relationship between client and agency? | 5 |
| d. What criteria should be used to evaluate the agency? Be specific. | 5 |

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