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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; Aug. / Sep. - 2020

**Integrated Marketing Communications**

Time: 3 hrs

Max. Marks: 100

- Note: i) Answer any **ONE** full question among Q.1 and Q.2 in **PART - A**.  
 ii) Answer any **THREE** full questions among Q.3 to Q.8 in **PART - A**.  
 iii) Q.9 in **PART - B (Case Study)** is compulsory.

## PART - A

- 1 a. Discuss the IMC planning model. 10  
 b. What are the types and functions of Advertising? Explain. 10

## OR

- 2 a. Discuss the impact of Advertising agencies. 10  
 b. Discuss the various types of Advertising agencies. 10  
 3 a. Explain the various function performed by Advertising agencies. 10  
 b. What is DAGMAR approach? Discuss how it is helpful in setting advertising objectives? 10  
 4 a. Explain the types of Advertising Budget. 10  
 b. Discuss the communications effects pyramid. 10  
 5 a. Explain the problems and factors to be considered in media planning. 10  
 b. What are the advantages and disadvantages of Radio Advertisements? Discuss. 10  
 6 a. Briefly explain the elements of creative strategy. 10  
 b. Explain the importance of Headlines and Body copy. 10  
 7 a. Describe the various kinds of consumer sales promotional tools. 10  
 b. Explain the objectives and types of corporate advertising. 10  
 8 a. What are the components of Internet Advertising? Explain its advantages and limitations. 10  
 b. Critically evaluate the objectives and features of industrial advertising. 10

## PART - B ( Case study - Compulsory)

9. Till Mid-70's young consumers were not under the watching eyes of marketing experts. Post-70, there was no industry which could overlook the young consumers. Nowadays, we have exclusive apparel outfits like Kids Kemp, exclusive media channels like Pogo, Disney, Ad agency division, like Kid Connection. (The young act like either influencers, primary customers or future customers. Therefore they represent three different markets). Young consumers pose a challenge to marketers. Unfortunately, this segment is fragmented and rapidly keeps segment is fragmented and rapidly keeps changing.

*Nimish Chinnappa*

Another interesting feature of this segment is that majorities are end-users and not the buyers and the actual buyers are not the end-users. Brand loyalty is difficult to build. This is because, this segment is “difficult to reach”, “elusive”, and very difficult to convince.


Even if you capture them, they are difficult to hold on for long. Marketer needs to try from the stage of making the product aware to the stage of building brand loyalty. In fact, it might be surprising that for an adult, it is soft drink that quenches the thirst but for the kid, it is Pepsi or Coke that rings in their ears. Adults may like to buy footwear, but a school going kid will say “I want Bata”. These show how brands are entrenched in the mind of the young.

Even big corporate, such as Asian paints, Maruti Raymond’s, do not make any products which are related to kids, yet these companies involve young ones in their ad campaign. Kids are invariably involved irrespective of whether the product belongs to low involvement or high involvement category. The biggest challenge is that the product advertised must appeal to children and must have the approval of parents.

**Questions:**

- a. Since buyers are not users and vice-verse, how will you strategize, the advertisement message to lure the kid segments? 5
- b. How will you profile the young consumers, so that each segment can be dealt exclusively? 5
- c. What could you think for designing an Ad communication campaign? 5
- d. Does brand value built by using kids help the company to build corporate image and who helps then in CRM? 5

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Dr. N. L. MURALI KRISHNA  
Controller Of Examinations  
P.E.S. College of Engineering  
(An Autonomous Institution under VTU, Belgaum)  
MANDYA-571 401, Karnataka

