



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; July / Aug. - 2022

Integrated Marketing Communication

Time: 3 hrs

Max. Marks: 100

Course Outcomes

The Students will be able to:

CO1: Explain the role of IMC in marketing.

CO2: Choose appropriate objectives and budgeting techniques.

CO3: Contribute to the IMC program development.

CO4: Monitor and evaluate an IMC program.

CO5: Apply IMC concepts to a given business communications case.

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

Q. No.	Questions PART - A	Marks	BLs	COs	POs
1 a.	Briefly explain the integrated Marketing communication model with an example.	10	L3	CO2	PO3
b.	Explain the Marketing and promotions process Model.	10	L4	CO3	PO3
OR					
2 a.	Define advertising. Discuss the various functions performed by advertising.	10	L3	CO2	PO4
b.	Analyze the various types of advertisement practicing in the industry.	10	L4	CO3	PO3
3 a.	Explain the services offered by various types of advertising agencies with suitable examples.	10	L3	CO2	PO3
b.	Discuss the key criteria preferred for selection of and Advertising Agencies.	10	L4	CO3	PO3
OR					
4a.	Explain the role of DAGMAR approach for setting advertising objectives.	10	L4	CO3	PO4
b.	Discuss the various methods of advertising budget practice by the organizations.	10	L4	CO3	PO2
5 a.	What is Media Planning? Discuss the factors considered by media planner while doing media planning.	10	L3	CO2	PO2
b.	What is support media? Discuss the types of support media with suitable examples.	10	L3	CO2	PO3
OR					
6 a.	Define sales promotion. Explain the various types of conventional and non-conventional sales promotion tools.	10	L3	CO2	PO4
b.	Discuss the various methods copy testing during Pre-test and	10	L3	CO2	PO2

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| 7 a. | Define event management concept. Explain the modes of events used by the event management organizations. | 10 | L4 | CO3 | PO3 |
| b. | What is publicity? How it is different from public relations. Discuss the goals of publicity. | 10 | L4 | CO3 | PO4 |

OR

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|------|--|----|----|-----|-----|
| 8 a. | Write a note on : | | | | |
| | i) Elements of Web Advertising | 10 | L4 | CO3 | PO3 |
| | ii) Types of online ads. | | | | |
| b. | Discuss the objectives and types of corporate advertising with examples. | 10 | L4 | CO3 | PO2 |

PART - B (Case Study) Compulsory

9 Case Study:

Recon sports is into manufacturing and marketing sleek brand named sports accessories like sports shoes, T shirts, Gloves, and few sport equipment's in Indian and few foreign markets. Recon had been in Indian market for the past 10 years and about 6 years back it had started exporting its products to foreign market also. There was steady growth in the sales for the past few years, but for the last two years there has been reduction in sales in both domestic as well as foreign markets. Hence, the CEO of the company Mr. Karthik is thinking of better promotional activities for both domestic as well as foreign markets.

20 L5 CO4 PO4

Questions

- a. Suggest few promotions to boost the sales of Recon products.
- b. What should be the media strategy for the promotions? Explain.
- c. Can be promotion strategy be same for both domestic as well as foreign markets? Justify your answer.
- d. What can be the promotion strategy for long term and short term?

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