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

(An Autonomous Institution affiliated to VTU, Belgaum)

Fourth Semester – Master of Business Administration (MBA)

Semester End Examination; June/July - 2015

Integrated Marketing Communications

Time: 3 hrs

Max. Marks: 100

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

PART – A

- 1 a. Define IMC and explain Integrated Marketing Communication Planning model. 10
 b. Explain Marketing and promotions process model. 10

OR

- 2 a. List out and explain steps involved in developing IMC programme. 10
 b. Explain the Different stages of advertising life cycle. 10
 3 a. What is Advertising agency? Mention the types of advertising agency. 10
 b. Write down the important criteria for selecting an Advertising agency. 10

OR

- 4 a. List out the Top 10 advertising agency in India and World. 10
 b. Explain DAGMAR approach. 10
 5 a. List out and explain various Budgeting methods. 10
 b. What are the different stages of media planning and explain? 10

OR

- 6 a. List out the problems faced during media planning. 10
 b. Explain the terminologies used in IMC. 10
 i) Media vehicles
 ii) TRP
 iii) Reach / Coverage
 iv) Frequency
 v) GRP

- 7 a. List out and explain the various elements of creative strategy. 10
 b. Explain the components of print advertisement. 10

OR

- 8 a. What are the different conventional and nonconventional tools of sales promotion? 10
 b. Explain the Event Management Process. 10

PART – B**Case Study (Compulsory)**9. **Energy Booster - Malt**

Health Drink called Malt – K was manufactured by a company based in Mumbai. This beverage was consumed by children during lunch hour at school. Children need healthy drink for their growth. This company also manufactured several beverages of which malt had the most market share. The taste was liked by children and most parent bought it. It was reasonably priced and was available in packets and jars. After successfully selling this product for 10 years like any other product, this product too showed signs of decline. Concord by this, the company stepped up its advertisements using multiple media. Ad was given in children magazine.

Essentially TV as a media using sports channel was chosen to show the benefits of consuming this drink by children. Since sports channel was very popular. The company also found that though there was competitions, it was not a threat. However in the light of declining tread the company wanted to give new lease of life/push to the product. Therefore, they decided to introduce some promotion measures so as to increased the sale.

Questions:

- i) Suggest promotion measured to boost the sale choose among and why; 10
- | | | |
|-------------------|---------------------|--------------------|
| I) Price discount | II) Volume discount | III) Shelf display |
| IV) Contest | V) Coupon. | |
- ii) Describe the Ad campaign that you would undertake to extent the life of the product. 10

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