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**P.E.S. College of Engineering, Mandya - 571 401***(An Autonomous Institution under VTU, Belgaum)***Fourth Semester - Master of Business Administration (MBA)****Semester End Examination; June - 2016****Integrated Marketing Communications***Time: 3 hrs**Max. Marks: 100**Note: Answer any FOUR full questions from PART - A and PART - B (Case Study) is compulsory.***PART - A**

- 1 a. With suitable block diagram explain the marketing and promotion process model. 10
 b. Explain in brief the role and purpose of advertising. 10

OR

- 2 a. What are the various advertising appeals in various stages of PLC stages? 10
 b. With suitable examples explain the various elements of IMC. 10
 3 a. Explain in detail the major services provided from full service agencies. 10
 b. Discuss in detail any two budgeting methods. 10

OR

- 4 a. What are the major objectives of advertising? Explain the DAGMAR approach. 10
 b. Explain in detail any two major types of advertising agencies. 10
 5 a. What are the major problems encountered during the process of developing media plan? 10
 b. Write a note on any two components of print advertising. 10

OR

- 6 a. What are the elements of creative strategy? 10
 b. Write a note on Broadcast media. 10
 7 a. What do you mean by Direct Marketing? Explain the major functions of Direct Marketing. 10
 b. What is sales promotion? Discuss in detail the importance of sales promotion. 10

OR

- 8 a. What do you understand by the term public relations? Explain the major objectives of public relation. 10
 b. Write a note on publicity with suitably illustrations. 10

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PART - B
Case Study (Compulsory)
Ad Agency

9.

An advertising agency prepared a number of point advertisements for a new product introduction. The agency agreement called for compensation on a commission basis. At the request of the agent, it was agreed to include special effects in the advertisement. The final advertising was to the satisfaction of the client but the product manager of the company criticized the advertising executive for its high cost. Further the product manager explained 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 ideals and developing the frame work 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 great success. Later, after about a week the client received a bill for the above exercise in which the agency had a billed on hourly basis. The product manager thought that it would be on project basis.

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 from exceptional to unacceptable. Agency must be given a change to correct its mistake and termination should be based purely on evaluation basis.

Questions:

- a. Besides payment, what other factors can cause misunderstanding and fallout of relationship between client and agency? 5
- b. What steps should have been taken to avoid this situation? 5
- c. What criteria should be used to evaluate the agency? Be specific. 10

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