

Total No. of Pages:

Register Number:

6721

Name of the Candidate:

M.B.A. (CORPORATE MANAGEMENT) DEGREE

EXAMINATION - 2011

(SECOND YEAR)

(PAPER – XV)

270. INTEGRATED MARKETING COMMUNICATION

December)

(Time: 3 Hours

Maximum: 75 Marks

SECTION - A

Answer any FIVE questions. (5 × 3 = 15)

1. Describe the fundamental influences on evolution of advertising industry.
2. Explain the forces of advertisement budgeting.
3. Analyse the key factors influencing media planning.
4. Briefly explain the functions of an advertising agency.
5. Describe the role of media choice in integrated media promotion.
6. Discuss the role of event sponsorship in promoting the brand with an example.
7. What are the legal issues to be considered in IMC action?
8. What are the different modes of consumer decision making.

SECTION - B

Answer any THREE questions. (3 × 10 = 30)

9. Explain the process and advantages of integrated marketing communication.
10. What are the differences in copy writing for print, broadcast and cyber media?
11. Describe the role of advertising and promotional research in developing advertisement industry and effect of sales promotion.
12. Describe the role of illustration, design and layout production in creating an effective print advertisement.
13. What is the role of media applications in direct marketing? Discuss about the effectiveness of direct marketing with an example.



SECTION - C  
Answer any ONE question. (1 × 15 = 15)

14. “Selection of media is important in making the advertisement as an effective one” – Explain.
15. Discuss the way, the advertisement agencies are gaining clients and what may be the reasons for their dissatisfaction?
16. Compare and contrast. Sales promotion and advertising.

SECTION - D  
(Compulsory) (1 × 15 = 15)

17. Compare some of the toothpaste advertisements given by popular brands, and explain why do you think a particular advertisement is very effective compared with other-based on critical analysis.

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