

Seat No. _____

Enrollment No. _____

KADI SARVA VISHWAVIDHYALAYA UNIVERSITY

MBA Semester-III

End Term Examination, December 2013

MS311 Integrated Marketing Communication

Date: 30th December 2013

Duration: 2 Hours and 30 Minutes

Weightage : 40%

Instructions:

1. Draw figures if required.
2. Write precise answers with suitable examples.

Figures to the right indicate weightage.

Q-1

- (A) Discuss the responsibilities of an advertising or marketing communication manager in a company that uses a centralized organizational system versus a company that uses a decentralized system. 4%
- (B) Explain how a consumer's life style may impact consumer behavior? Describe how subliminal perception could be used by marketers to the detriment of consumers. 4%

OR

- (B) Explain Four types of Consumer oriented sales promotion techniques in detail. 4%

Q-2

- (A) Explain Elaboration Likelihood Model with suitable example. 4%
- (B) Discuss how the innovation adoption model could be used by a company in planning the introduction of a new product. Explain with suitable example. 4%

OR

Q-2

- (A) Explain FCB planning Model. 4%
- (B) Discuss some of the ways marketers can deal with communication problems such as mistranslation when developing advertising messages in different languages. 4%

Q-3

- (A) Explain DAGMAR Model. 4%
- (B) Explain following Promotion Budget Approaches 4%
- (i) Build-up Approach
- (ii) Top-Down Approach

OR

- Q-3 Some marketers feel that the cereal companies have focused too much on sales objectives, creation a situation in which price cutting and couponing have become essential to selling the product. Do you think that these companies may be able to reverse this situation? Describe some of the options available to cereal manufacturer? 8%

Q-4

- (A) Discuss the difference between an advertising appeal and a creating execution style. 4%
- (B) Discuss the use of slice-of-life execution technique in advertising. For what type of products and services might this execution technique work best? 4%

OR

Q-4

- (A) Explain what is meant by creating strategy and creative tactics in advertising. Find an example of an advertising campaign and evaluate the creative strategy and tactics used in ads. 4%
- (B) Describe the methods of Promotional Scheduling. Give example of products and/or services that might employ each method. 4%

- Q-5 Write Short notes: (Any Two) 8%

1. Consumer Protection Act
2. Competition Act
3. Pester Power

All the Best

KADI SARVA VISHWAVIDYALAYA

Examination: MBA-Semester-III

Subject: Integrated Marketing Communication (MS-311)

Duration: 02.30 Hrs

Total Marks: 40%

Date: 26/04/2014

Instructions:

- Q-1(a) and Q.5 are compulsory.
- Answer to the questions as per the Weightage.

- Q.1(a) Explain the following terms; 4%
1. Integrated Marketing Communication
 2. Fear Appeals in advertisement
 3. Celebrity endorsement
 4. In store media
- Q.1(b) Discuss the key reasons for the growing importance of integrated marketing communication. 4%
- OR**
- Q.1(b) Discuss the tools for integrated marketing communication with supportive example. 4%
- Q.2(a) Discuss the Source attributes and receiver processing Model. 4%
- Q.2(b) Discuss the "Message Factors" with suitable example. 4%
- OR**
- Q.2(a) Discuss in brief the AIDA Model and Hierarchy of Effects Model with suitable example. 4%
- Q.2(b) Elaborate the Elaboration Likelihood (ELM) model. 4%
- Q.3(a) Discuss the sales objectives versus communication objectives. 4%
- Q.3(b) Discuss in brief the DAGMMR approach for setting advertisement objectives. 4%
- OR**
- Q.3(a) Explain Budgeting Approaches in brief. 4%
- Q.3(b) Discuss the various factors affecting advertising and promotions budgets. 4%
- Q.4(a) Elaborate the young's five steps model of creativity in advertising. 4%
- Q.4(b) Elaborate the various advertising appeals and execution styles with suitable examples. 4%
- OR**
- Q.4(a) Discuss in brief the various stages for developing media plan. 4%
- Q.4(b) Discuss the various types of print media and emerging digital media for advertising in India with suitable examples. 4%
- Q.5 A company has already been from so long time in the "consumer electronics business". It manufactures and sales almost all product lines in the consumer electronics industry in India. Recently, the company noticed that overall sales and market share has declined drastically. The consumer electronics market in India has been growing fast and on the other hand the level of competition has increased and increasing gradually. What can be done to sustain and grow in such a highly competitive scenario? In the light of this situation being an Advertising head; Develop effective media plan for sustaining in highly competitive scenario. 8%