

## Exam 2

Course Title: **Terminología Especializada en Mercoadotecnica y Diseño**  
Course ID: **IT0941 (Marron, 25-2)**  
Cohort ID: **9A**  
Exam Date: **12 Mar 2025**

**General Instructions:** Print your name in the upper right-hand corner of this paper. Read each item carefully. Be sure that you understand exactly what is being asked of you. Begin your answers on the backside of this paper if possible and add extra sheets of paper as needed. Be sure to write your name on any and all extra sheets of paper. Staple all exam papers together when you are finished.

This is a closed book exam; however, you may bring one (1) 8 in. x 11 in. "cheat sheet" to the exam. Attempt to answer all questions, even if you are uncertain. Whenever possible, provide answers in bullet list format with complete content. Tasks will be evaluated by sub-tasks. Three (3) points are available for each sub-task: Accuracy (1 pt), Completeness (1 pt), and Sufficiency (1 pt). Points will be awarded in 0.1 increments. Answer in English unless requested to do so otherwise.

### **Task 1 (6 pts)**

1. Explain in detail Kosler and Armstrong's Integrated Marketing Communications model (as shown in Figure 14.1 (p. 429).
2. How is Integrated Marketing Communication different from traditional marketing?

### **Task 2 (6 pts)**

Briefly explain Artusi's process of redesigning product language for established products as shown in Figure 3 (p.6).

### **Task 3 (6 pts)**

1. Briefly describe your product or service.
2. Why did you choose this product or service?
3. Who will benefit from your product or service?