23701548

Reg No   :   ....

Name   :   ....

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Faculty of Management Science

ELECTIVE - MB810305 - INTEGRATED MARKETING COMMUNICATION

2019 Admission Onwards

4BBFA63D

Time: 3 Hours   Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1.   What is MARCOM?

2.   What are the 5 M's of advertising?

3.   What is USP? State an example.

4.   Define Sales Promotion.

5.   PR vs. Publicity

6.   What is TRP?

7.   Cultural diversity in international advertising.

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8.   "IMC begins with customer and is about creating a single, unified voice for the firm." Do you agree? Explain.

9.   What are the various criteria considered in the selection and evaluation of an advertising agency?

10.   Comment on the use of internet as a media vehicle.

11.   Discuss the different forms of Direct Marketing used by firms.

12.   Discuss various appropriation methods used for setting MARCOM budget.

13. What are the functions of advertising agencies, sales promotion agencies and public relations agencies?

14. List out the pros and cons of advertising.

<div align="right">(5×6 = 30 Marks)</div>

Part C

*Answer any **two** questions. Each question carries **10** marks.*

Question number 17 is compulsory .

15. As the media landscape continues to change, and advertisers shift more and more of their money into new media, there are those who predict that some traditional media like TV and newspapers may not survive - at least in their present forms. Discuss whether you think this is an accurate statement and why or why not.

16. In your view, what cultural differences in the country can cause problems for a multinational fast-food chain opening its outlets in different cities in India?

Compulsory Question

17. IPL Cricket Tournament provides big opportunities to various companies for promoting their brands. Elaborate different promotional techniques that could be used by a brand of energy drink, during the event.

<div align="right">(2×10 = 20 Marks)</div>