

**BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT**

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

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Course Code 

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Fourth Semester MBA Degree Examinations, May/June 2023

**INTEGRATED MARKETING COMMUNICATION & ADVERTISING**

Duration: 3 hrs

Max. Marks: 100

*Note: 1. Answer any FOUR full questions from Question No. 1 to 7.**2. Question No. 8 is compulsory**3. Missing data, if any, may be suitably assumed*

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTL:CO:PO)</u>
1.	a. Define integrated marketing communication.	03	(1 : 1 : 1)
	b. Explain the marketing and promotion process model.	07	(2 : 1 : 1)
	c. Describe the various steps involved in developing IMC Programme.	10	(2 : 1 : 1)
2.	a. Summarize on DAGMAR approach.	03	(1 : 2 : 2)
	b. Mention 5 services offered by ad agencies and 5 evaluation criteria for selecting the agency.	07	(2 : 2 : 2)
	c. Define advertising budget and explain the ad budgeting methods in detail.	10	(4 : 2 : 2)
3.	a. Distinguish between print media and broadcast media.	03	(2 : 3 : 1)
	b. Analyze the problems encountered while developing media plan.	07	(2 : 3 : 1)
	c. Explain the various support media in advertising.	10	(2 : 3 : 1)
4.	a. Distinguish between international advertising and internet advertising.	03	(2 : 4 : 4)
	b. Explain the advantages and disadvantages of internet advertising.	07	(2 : 4 : 4)
	c. Explain the various stages of ad evaluation.	10	(2 : 4 : 4)
5.	a. Define co-operative advertising.	03	(1 : 5 : 5)
	b. Discuss the conventional and unconventional promotions.	07	(2 : 5 : 5)
	c. Explain the roles and types of corporate advertising with examples.	10	(3 : 5 : 5)
6.	a. Distinguish between advertising & marketing mix.	03	(1 : 1 : 1)
	b. Explain the various types of advertising.	07	(2 : 1 : 1)
	c. Explain the IMC planning model in detail.	10	(2 : 1 : 1)
7.	a. Differentiate between push and pull strategy.	03	(2 : 2 : 2)
	b. Explain the various types of internet advertising.	07	(2 : 2 : 2)
	c. Explain the various types of ad agencies in detail.	10	(3 : 2 : 2)

**Note: (RBTL - Revised Bloom's Taxonomy Level: CO - Course Outcome: PI - Programme Outcome)**

8.

**Case study (Compulsory)**

A health drink called Malt-K was manufactured by a company based in Mumbai. This beverage was consumed by children during lunch hour at school as children need healthy drink for their growth.

This company also manufactured several beverages of which Malt-K had the most market share. The taste was liked by children hence most parents bought it.

It was reasonably priced, and was available in packets and jars. After successfully selling this product for 10 years like any other product, this product too showed signs of decline. Considering this the company stepped up its advertisement using multiple media. Ad was given children's magazine. Essentially TV as a media using sports channel was chosen to show the benefit of consuming this drink by children, since sport channel are very popular. The company also found that though there was competition, it was not a threat. However, in the light of declining trend, the company wanted to give new lease of life to the product. Therefore, they decided to introduce some promotional measure so as to increase the sale.

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|---|-----------|------------|
| a. Suggest suitable promotional measures to boost the sales.                            | <b>10</b> | (3 :3 : 4) |
| b. Describe the ad campaign that you would undertake to extend the life of the product. | <b>10</b> | (3 :3 : 5) |

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