

2016

MBA

MBA/BAD 4.5(B)

INTEGRATED MARKETING COMMUNICATION

Full Marks : 70

Time : 3 Hrs

Figures in the right hand margin indicate full marks for the question

I. Answer any five :

2X5=10

1. What is a dissonance/attribution hierarchy model?
2. What is an account planning?
3. What is a support media?
4. What are trade allowances?
5. What are promotion ethics?
6. What is shock advertising?

II. Answer any five:

4X5=20

1. What are the differences between sales objectives and communications objectives?
2. Write a detailed note on informational/rational advertising appeals.
3. What are the advantages of television advertising?
4. What are the advantages of direct marketing?

5. What are the objectives of interactive media marketing?

6. What are the social and economic effects of advertising?

III. Answer any five:

8X5=40

1. What are traditional and Alternative Response Hierarchy Models?

2. What are the various ways an advertising message can be presented or executed?

3. Discuss the criteria considered in the development of media plans.

4. Advertising in movie theatres is on the increase . A variety of reasons are there as to why this medium may be effective. Discuss the reasons why movie theatre advertising may be advantageous. Then discuss some of the reasons why it might not be as successful as planned.

4+4=8

5. What is public relation? It is argued that public relations should replace advertising as the primary means of introducing new products. Explain arguments in favour and opposed to this position

2+6=8

6. What are the arguments for and against measuring effectiveness of ads?
