Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/Dec – 2018**

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| **Code :** | **18MS3035** | **Duration :** | **3hrs** |
| **Sub. Name :** | **INTEGRATED MARKETING COMMUNICATIONS** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** |  | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Discuss how integrated marketing communications differs from traditional advertising and promotion. What are some of the reasons as to why more marketers are taking an IMC perspective to their advertising and promotional programs? | CO2 | 20 |
| (OR) | | | | |
| 2. |  | Discuss the role integrated marketing communications plays in the brand building process. Find an example of a company that has been able to build and maintain its brand identity without relying primarily on mass-media advertising. | CO3 | 20 |
|  |  |  |  |  |
| 3. |  | Discuss the pros and cons of using an in-house agency. What are some of the reasons why companies might change from using an in-house agency and hire an outside agency? | CO2 | 20 |
| (OR) | | | | |
| 4. |  | “An image can convey more than words”, “There should be noise in the communication process” Elucidate these statements with reference to the role of Communication in Advertising:- | CO3 | 20 |
|  |  |  |  |  |
| 5. |  | Discuss the three primary source attributes noted by Herbert Kelman and the different processes by which they can influence attitude and /or behavior change. Find an example of an advertisement or other type of promotional message that utilizes each attribute. | CO1 | 20 |
| (OR) | | | | |
| 6. |  | Briefly discuss the characteristics of DAGMAR approach and bring out its limitations. | CO1 | 20 |
|  |  |  |  |  |
| 7. |  | Today companies make use of variety of new Internet advertising forms including Podcasting, RSS and blogs. Explain what each of these are. What are some of the potential advantages and disadvantages associated with the use of each? | CO3 | 20 |
| (OR) | | | | |
| 8. |  | Briefly discuss the legal and ethical issues in advertising with examples. | CO2 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | Develop an New IMC advertising campaign for Cadbury Chocolates. Fix a proper media planning by selecting the right media class, media vehicle and media schedule. | CO3 | 20 |