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



**End Semester Examination – Nov / Dec – 2019**

|  |  |  |  |
| --- | --- | --- | --- |
| **Code :** | **18MS3035** | **Duration :** | **3hrs** |
| **Sub. Name :** | **INTEGRATED MARKETING COMMUNICATION** | **Max. Marks :** | **100** |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** |  | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Bring out the difference between traditional marketing and Integrated Marketing. What are the advantages of IMC? Elucidate with examples. | CO1 | 20 |
| **(OR)** | | | | |
| 2. |  | Citing an example of a company that has been able to build and maintain its brand identity without relying primarily on mass-media advertising. Briefly discuss the role integrated marketing communications in the brand building process. | CO2 | 20 |
|  |  |  |  |  |
| 3. |  | Explain the roles of the various departments in a Full Service Ad Agency, and briefly converse on the advertising and non-advertising services carried out by a full service Ad agency. | CO1 | 20 |
| **(OR)** | | | | |
| 4. |  | “Families may influence the consumer decision-making process” Describe how various family members assume the different roles in decision making process. | CO2 | 20 |
|  |  |  |  |  |
| 5. |  | “An image can convey more than words”. Elucidate this statement with reference to the role of Communication in Advertising. | CO3 | 20 |
| **(OR)** | | | | |
| 6. |  | How does DAGMAR approach help in setting advertisement objectives? Explain its pros & cons. | CO2 | 20 |
|  |  |  |  |  |
| 7. |  | Briefly discuss the legal and ethical issues in advertising with examples. | CO1 | 20 |
| **(OR)** | | | | |
| 8. |  | The growth of Social media cites like Instagram and Youtube has had a major impact on the way advertisers attempt to reach their customers. Discuss how it has changed the media environment, citing examples. | CO3 | 20 |
|  | | **Compulsory**: |  |  |
| 9. |  | Develop an IMC campaign for Black Currant flavoured Ice Creams. Fix a proper media planning by selecting the right media class, media vehicle and media schedule. | CO3 | 20 |