

Reg. No. _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FIFTH TRIMESTER MBA DEGREE EXAMINATION JAN 2019

MKT T5-10 INTEGRATED MARKETING COMMUNICATION

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

1. Discuss the importance of setting Advertisement Objectives.
2. Distinguish between consumer oriented and trade oriented sales promotion techniques.
3. Explain the role of account management department in an advertisement agency.
4. Give an account of the Advertising Statutory Bodies in India.
5. Briefly explain components of AIDA Model.

Part B

Answer any 3 questions. Each question carries 10 marks

6. Discuss the role of Newspapers as advertiser's media vehicles. Suggest strategies for newspapers to withstand the competition of the e-commerce world.
7. Explain the impact of advertising on society in the light of social responsibility in Advertising.
8. How does Reach and Frequency of Advertisement effect the choice of advertisement media. Briefly explain the ideal Media strategies for speciality goods?
9. How does advertising campaigns differ from regular stereotypes? What benefits do companies gain through it?
10. Discuss about the various types of Ad Agencies and give a brief account of products that each type of agency provides.

Part C

Compulsory question, the question carries 20 marks

11. Read the following case carefully and answer the questions given at the end:
 M/S ABC, a major automobile firm in India and a leader in passenger car segment has recently launched an entry level car at a price of Rs. 2.50 Lakhs. The other two main competitors had also launched similar models earlier. These companies are coming out in mass media with comparative advertising suggesting how these models are superior to ABC's new launch. These companies are also offering attractive exchange offers and freebies corresponding to the festive season. Such aggressive moves by the competitors have negatively affected the expected sales of ABC's new launch.

Questions :

- (a) Suggest a sales promotion strategy for ABC and give reasons for your recommendations. (10)
- (b) Also suggest the other Marketing communication tools to ABC so as to build its market share. (10)
