

**R15**

Code No: 723AF

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, January-2018****INTEGRATED MARKETING COMMUNICATIONS****Time: 3hours****Max.Marks:75**

**Note:** This question paper contains two parts A and B.  
Part A is compulsory which carries 25 marks. Answer all questions in Part A.  
Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

**PART - A****5 × 5 marks = 25**

- 1.a) Examine the influence of reference groups on consumer behavior. [5]
- b) Explain the importance of DAGMAR approach in setting advertising objectives. [5]
- c) What are the various creative techniques in idea generation stage. [5]
- d) Explain the importance of 'word of mouth' publicity. [5]
- e) What is the role played by media in the self-regulation of advertising? [5]

**PART - B****5 × 10 marks = 50**

2. Explain the evolution of integrated marketing and its role in branding. [10]
- OR**
3. Discuss the importance of situation analysis in the development of Integrated Marketing Communication planning process. [10]
4. Explain the various factors that should be considered while allocating communication budget. [10]
- OR**
5. Compare and contrast communicative effectiveness and sales effectiveness of advertising. [10]
6. Describe the various stages involved in the creative process before generation of advertising copy. [10]
- OR**
7. Discuss the various types of television commercials promoted by advertisers and give suitable examples. [10]
- OR**
8. What are the various factors that led to the growth of direct marketing? Explain the advantages and limitations of direct marketing. [10]
- OR**
9. Describe the various sales promotional tools that are used by marketers. [10]
10. Examine the impact of advertising on the values and lifestyles of society. [10]
- OR**
- 11.a) Discuss the economic effects of advertising.
- b) Explain the social aspects of advertising. [10]

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