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Code No: 723AF

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA III Semester Examinations, June/July-2018
INTEGRATED MARKETING COMMUNICATIONS**Time: 3 hours****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) How does integrated marketing communication differ from traditional advertising and promotion? [5]
- b) How does a consumer's lifestyle influence on consumer behavior? [5]
- c) How does integration effort become a vital idea in managing marketing communication? [5]
- d) What are the various areas of concern with regard to marketing on the Internet? [5]
- e) How do you think that the Do-not-call registry influence the direct marketing industry? [5]

PART - B**5 × 10 Marks = 50**

- 2.a) Discuss the role of integrated marketing communication on the relationship of marketing.
- b) How does the mass customization of advertising and other forms of marketing communications influence marketing process? [5+5]

OR

- 3.a) What are the consumer characteristics that influence consumer's buying decisions?
 - b) A number of factors may lead to problem recognition among consumers. Discuss the various causes of problem recognition with suitable examples for each cause. [5+5]
- 4.a) Explain why is it so difficult to measure the effectiveness of an IMC program that uses multiple program elements.
 - b) Why do some companies decide not to measure the effectiveness of their promotional program? Explain why this may or may not be a good strategy. [5+5]

OR

- 5.a) Explain how marketers use DAGMAR in establishing objectives.
 - b) What are some of the problems associated with the use of DAGMAR? [5+5]
6. Explain why advertisers usually do make cuts in marketing communications budgets during recession. What is your opinion whether it is an effective or an ineffective strategy? [10]

OR

7. Assume that you have been hired as an account planner by an advertising agency and assigned to work on the advertising campaign for a new brand of bottled water. Describe the various types of general and product-specific pre-planning input you might provide to the creative team. [10]

- 8.a) Discuss the various factors that have led to companies shifting more of their marketing budgets to sales promotion.
- b) Discuss the pros and cons of marketers spending more of their IMC budgets on sales promotion. [5+5]

OR

9. Discuss how the size and power of major retailers such as 'Big Bazar' are impacting the marketing programs of consumer products companies. What options, if any, do these companies have in dealing with the demands of these powerful retailers? [10]
- 10.a) Discuss the arguments for and against advertiser influence and/or control over the media.
- b) How might a newspaper or magazine avoid being influenced by the advertisers? [5+5]

OR

- 11.a) Discuss how areas such as sales promotion and direct marketing are impacted by laws and regulation.
- b) Justify your opinion on what you think on whether it is as important to regulate sales promotion and direct marketing as media advertising. [5+5]

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