

**R15****Code No: 723AF****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, December - 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) What is the role of Communication in getting your marketing message to the market? [5]
- b) What according to you is the difference between acquisition, retention and engagement? [5]
- c) Describe the effectiveness of Internet as an Advertising medium. [5]
- d) What are the reasons for the failure of an Ad copy? [5]
- e) Can surrogate advertising be called as unethical? Give reasons for your answer with examples from India. [5]

**PART - B****5 × 10 marks = 50**

2. How will you audit your communication channels for marketing communications? Also, explain how visual communications can be called as marketer's secret weapon? [10]

**OR**

3. Elaborate on Crisis Communications. How does a company deal with Crisis situation? [10]

4. How do you write Ad Copy for various media types: Website, Email, and Social Media? Explain with examples for all the above. [10]

**OR**

5. Describe the planning framework in Advertising. [10]

6. Explain the principles of Integrated Marketing Communication. [10]

**OR**

7. Differentiate Verbal Thinkers from Visual Thinkers in Advertising. [10]

8. How do you understand your audience? How psychology of Priming, social proof or price affect ad copy? [10]

**OR**

9. Highlight the importance of including a mix of media for PR activities in order to excite your customers. Support your answer with relevant examples. [10]

10. List out, with appropriate examples, the ethical concerns in Ad Creation. [10]

**OR**

11. Throw light on the various laws to control the erring Advertisements. [10]