

**R15****Code No: 723AF****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, December - 2019****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) Explain the importance of Direct Marketing. [5]
- b) Discuss salient features of DAGMAR approach. [5]
- c) Is there any relation between recall and persuasion? Discuss. [5]
- d) Examine the importance of mobile advertising. [5]
- e) Discuss advertiser influence and control over media. [5]

**PART - B****5 × 10 Marks = 50**

2. Explain the various reasons for growing importance of integrated marketing communication. [10]

**OR**

3. Discuss how integrated marketing communications perspective differs from traditional advertising and promotion. [10]

4. What are the various ways of measuring communication effectiveness of advertising? [10]

**OR**

5. Discuss the various stages involved in consumer decision making process. [10]

6. Evaluate the pros and cons of using humor as the basis of advertising campaign. [10]

**OR**

7. What are the advantages and disadvantages of using a comparative advertising message? [10]

8. Explain the concept of transit advertising. What are its advantages and disadvantages? [10]

**OR**

9. Explain the role of Direct Marketing in the IMC program. [10]

10. Discuss how advertising can affect product costs and the prices consumers pay for products and services. [10]

**OR**

11. What is the impact of advertising on society with respect to cultural values and lifestyles? [10]

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