

**R15****Code No: 723AF****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, April/May-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 impact of Encoding and Decoding as part of the communication process. [5]
- b) What are the steps to be taken for developing the promotions opportunity analysis? [5]
- c) What are the major goals of advertising? [5]
- d) What are the different types of consumer promotions? [5]
- e) 'Marketing overemphasizes materialism'. Explain in the context of IMC. [5]

PART - B**5 × 10 Marks = 50**

2. Explain in detail the different types of barriers to marketing communication and suggest measures to overcome them. [10]
- OR**
3. Explain the Hedonic Experiential Model (HEM) in consumer decision making. [10]
4. Explain the "meet-the-competition" and "what we can afford" methods of determining marketing communications budget. [10]
- OR**
5. Explain, with appropriate examples, any four types of message evaluation techniques. [10]
6. Compare the Internet advertising with Outdoor advertising and bring out their the pros and cons? [10]
- OR**
7. Explain the brand strategies in relation to advertising message. [10]
8. Explain with suitable examples, the different categories of trade incentives. [10]
- OR**
9. Explain the concepts of Brand Loyalty and Sales support in relation to IMC Internet programs. [10]
10. Discuss the Government/Legal regulations of advertising and promotion. [10]
- OR**
11. Explain with appropriate examples, the usage of misleading and deceptive advertisements. [10]

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