

**R09**

**Code No: E5310**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA - III Semester Examinations, January 2011**

**MARKETING COMMUNICATIONS**

**Time: 3hours**

**Max. Marks: 60**

**Answer any five questions**

**All questions carry equal marks**

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1. What is marketing communication? Describe the steps in integrated Marketing communication.
2. Explain the purpose and functions of advertising in marketing mix.
3. What is target marketing? Explain the objectives of target marketing.
4. What is creative Advertising? Explain the effects of creative Advertising.
5. What is Brand planning? How do you manage brands with current trends of Advertising? Explain with examples.
6. Explain the implications of reverse engineering in product management.
7. Write a note on
  - a) Brand lifecycle.
  - b) Brand loyalty.
  - c) Brand positioning.
8. What are the brand extension strategies in Indian context? Explain.

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