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Question Paper Code: CMB403



# INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

MBA III Semester End Examinations (Regular) - January, 2018

Regulation: IARE-R16

## INTEGRATED MARKETING COMMUNICATION

(Master of Business Administration)

Time: 3 Hours

Max Marks: 70

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Answer ONE Question from each Unit

All Questions Carry Equal Marks

All parts of the question must be answered in one place only

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### UNIT – I

- Discuss various marketing communication tools used to promote products/services. [7M]
  - Elucidate the major changes that are driving companies to adopt IMC approach. [7M]
- Briefly explain IMC planning process with a neat diagram. [7M]
  - Define segmentation. Can all markets be segmented? Discuss major bases for consumer market segmentation. [7M]

### UNIT – II

- Explain how marketers might use DAGMAR approach in setting objectives. [7M]
  - Discuss various methods used to determine promotional budget by the firms. [7M]
- Review post-testing tools and techniques for measuring advertising effectiveness. [7M]
  - Briefly explain the two sales response models with their differences. [7M]

### UNIT – III

- “According to Advertising experts, creativity in Ad execution is critical for the success of Ad campaign.” Suggest few points that can help to develop a creative ad. [7M]
  - Define creative brief. What are the elements of advertising creative brief? [7M]
- Define advertising appeal. Choose four ads and analyze the particular appeal and execution style used in each. [7M]
  - Do you think celebrity endorsement is effective? State few advantages of celebrity advertising. [7M]

#### UNIT – IV

7. (a) What are the commonly used sales promotion tools for consumer and trade promotion? Discuss. [7M]  
(b) Elaborate specific characteristics of direct marketing. State its advantages. [7M]
8. (a) Analyze the future of mobile advertising in India. [7M]  
(b) What are some new forms of out of home media used today? Discuss by citing examples. [7M]

#### UNIT – V

9. (a) Discuss the role of ethics in advertising and promotion. How do ethical considerations differ from legal considerations in developing an integrated marketing communications program? [7M]  
(b) Discuss the principles laid down by the court in deciding about the extent of comparative advertising. [7M]
10. (a) What is difference between ‘puffery’ and ‘lies’ in advertising? Explain citing an example. [7M]  
(b) What is surrogate advertising? Choose any Ad to analyze how advertisers are using surrogate advertising to promote their products. [7M]