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Question Paper Code: CMB403



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

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

Regulation: IARE-R16

INTEGRATED MARKETING COMMUNICATION

Time: 3 Hours

(MBA)

Max Marks: 70

Answer ONE Question from each Unit

All Questions Carry Equal Marks

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

UNIT – I

1. (a) Give the reasons for growing significance of IMC in India. [7M]
(b) Explain some alternative positioning options available to marketers. [7M]
2. (a) Draw five stages of consumer buying decision process to explain how advertising and communication can be used to influence buying decision at various stages. [7M]
(b) Explain communication process with a neat sketch. [7M]

UNIT – II

3. (a) What is the relevance of marginal analysis in setting advertising budget? Discuss. [7M]
(b) Present your arguments in favour of using communication-oriented objectives. [7M]
4. (a) Discuss few strategy-based budgeting methods used for establishing promotional budget. [7M]
(b) What are the difficulties associated with the use of DAGMAR? Explain. [7M]

UNIT – III

5. (a) Analyze any advertisement of your choice to explicate the elements of the print advertising. [7M]
(b) Why television is still regarded as one of the most effective medium of advertising? Substantiate your answer. [7M]
6. (a) Do you think virals, blogs and community forums will lose its credibility of communication in coming days? Why or Why not? [7M]
(b) Radio as a medium has certain characteristic features. Explain. [7M]

UNIT – IV

7. (a) What are the types of key tools available to carryout the public relations function? Discuss. [7M]
(b) Give instances to explain how event sponsorship has been used to get promotional mileage. [7M]
8. (a) Enumerate the advantages and disadvantages of direct mail. [7M]
(b) Differentiate between push and pull strategies as a part of sales promotion strategy. [7M]

UNIT – V

9. (a) Do you think advertising to children is right practice? State few positive as well as negative effects of advertisement on children. Is there any law in India to curb this practice? [7M]
(b) “A common criticism of advertising is that it stereotypes women. But in recent years, women stereotyping in advertisement have reduced drastically.” Do you agree with the statement? Justify your stand with relevant examples. [7M]
10. (a) What is subliminal advertising? Cite few examples of the companies using it to promote their products. [7M]
(b) Discuss three advertisements that courted controversy for not abiding the regulations of advertising and promotion in India. [7M]