



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

MASTER OF BUSINESS ADMINISTRATION TUTORIAL QUESTION BANK

Course Name	:	INTEGRATED MARKETING COMMUNICATION
Course Code	:	CMB403
Class	:	II MBA I SEMESTER
Branch	:	MBA
Academic Year	:	2018– 2019
Course Coordinator	:	Mrs. E Sunitha Assistant Professor
Course Faculty	:	Msr. E Sunitha, Assistant Professor

COURSE OBJECTIVES (COs);

The course should enable the students to:

I	Apply the key terms, definitions, and concepts used in integrated marketing communications and critically evaluate the communications effects and results of an IMC campaign to determine its success.
II	Conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies and to select the target audience for the IMC campaign plan
III	Develop an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign
IV	Structure an integrated marketing communications campaign plan based on the application of marketing concepts, principles, and practices within an organization

COURSE LEARNING OUTCOMES (CLOs):

Students, who complete the course, will have demonstrated the ability to do the following:

The Course should enable the student to:

S. No	Description
CCMB403.01	State the concept of marketing communication and integrated marketing communication as an integral part of marketing.
CCMB403.02	Understand the consumer behavior, the communication process and communication mix.
CCMB403.03	Evaluate the setting communication objectives, damager approach to setting objectives and measuring advertising effectiveness..
CCMB403.04	Explain about conducting research to measure communication effectiveness and post testing tools and techniques and other promotional tools.
CCMB403.05	Provide creative execution in advertising, decision in print and execution radio.
CCMB403.06	Apply execution on online and television getting that 'big idea' of creativity.
CCMB403.07	Demonstrate the concepts of sales promotion, direct marketing, personal public relations, publicity and corporate advertising.
CCMB403.08	Know unconventional promotional media like sponsorships, mobile advertising, word of mouth, village farmers and world wide web communications.

CCMB403.09	Analyze federal regulation of advertising, regulations of advertising, promotion in India and regulation of other promotional areas.
CCMB403.10	Enumerate the social and ethical criticisms of advertising.
CCMB403.11	Develop ethical aspects of advertising, truth in advertising, advertising to children, advertising controversial products and social aspects of advertising.

TUTORIAL QUESTION BANK

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcome (CLOs)
UNIT-I			
UNDERSTANDING INTEGRATED MARKETING COMMUNICATION			
PART-A (SHORT ANSWER QUESTIONS)			
1	What is marketing communication? Write its importance in promoting a product of a company.	Remember	CCMB403.01
2	Explain the role of integrated marketing communication in a business.	Understand	CCMB403.01
3	Explain the tools of integrated marketing communication.	Understand	CCMB403.01
4	What are the factors affecting on organizing the integrated marketing communication?	Remember	CCMB403.01
5	Explain about marketing mix in integrated marketing communication.	Understand	CCMB403.01
6	Explain the need of understanding consumer behavior in marketing communication.	Remember	CCMB403.01
7	Write about the factors affecting consumer buying behavior.	Understand	CCMB403.01
8	Discuss the elements in the communication process.	Remember	CCMB403.01
9	Explain promotional mix in marketing communication.	Understand	CCMB403.01
10	State the stages of product life cycle to decide the promotional mix.	Remember	CCMB403.01
11	Define personal selling. Write the objectives of personal selling.	Understand	CCMB403.01
12	What is sales promotion? Discuss the role of sales promotion in integrated marketing communication.	Remember	CCMB403.01
13	Define public relations. Write the need of publicity in integrated marketing communication.	Understand	CCMB403.01
14	Write the importance of direct marketing in integrated marketing communication.	Remember	CCMB403.01
15	Write about interactive marketing in integrated marketing communication?	Remember	CCMB403.01
16	Discuss the unconventional media tools in marketing communication activities.	Understand	CCMB403.01
17	Define integrated marketing communication? Write its importance.	Remember	CCMB403.01
18	Explain integration of integrated marketing communication in marketing.	Understand	CCMB403.01
19	Define consumer behavior. Write the importance of consumer behavior.	Remember	CCMB403.01
20	State the stages involved in consumer buying decision process.	Remember	CCMB403.01
PART-B (LONG ANSWER QUESTIONS)			

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcome (CLOs)
1	Define marketing communication. Discuss the elements of the marketing communication mix in detail.	Understand	CCMB403.02
2	Define integrated marketing communication. Explain the model of integrated marketing communication.	Remember	CCMB403.02
3	Discuss the integrated marketing communication planning process in detail.	Understand	CCMB403.02
4	What is integrated marketing communication? Explain the tools of integrated marketing communication.	Remember	CCMB403.02
5	Explain the marketing strategies in IMC that a marketer needs to integrate for constant brand image.	Understand	CCMB403.02
6	What is consumer behavior? Briefly explain the factors affecting the consumer buying behavior.	Remember	CCMB403.02
7	Explain the AIDA consumer response hierarchy model of Elmo Lewis in detail.	Understand	CCMB403.02
8	State the FCB matrix model of consumer involvement in marketing communication.	Understand	CCMB403.02
9	How do you set promotion mix based on the stages of product life cycle? Sketch a neat diagram of PLC?	Remember	CCMB403.02
10	“IMC is to introduce marketing mix decisions that make a marketer needs to integrate for constant brand image” explain the above statement.	Understand	CCMB403.02
PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)			
1	Why it is important for those who work in the field of advertising and promotion to understand and appreciate all various integrated marketing communication tools, not just the area in which they specialize?	Remember	CCMB403.02
2	It was indicated that families may influence the consumer decision making process. Describe how various family members may assume the different roles described and also explain how these roles might change depending upon the product under consideration.	Understand	CCMB403.02
3	What is meant by encoding and decoding? Discuss how these two processes differ for radio versus television commercials.	Remember	CCMB403.02
UNIT-II			
BUDGETING, OBJECTIVES AND EVALUATION OF INTEGRATED MARKETING COMMUNICATIONS			
PART-A (SHORT ANSWER QUESTIONS)			
1	What is DAGMAR approach? Explain the criticisms of DAGMAR approach in setting objectives?	Remember	CCMB403.03
2	What is budget? How the marketing communication budget is allocated among various promotional tools in IMC?	Understand	CCMB403.03
3	Explain how you should measure in conducting research to measure the marketing communication effectiveness.	Remember	CCMB403.03
4	Explain the quantitative methods of pretesting in advertising testing process for the creative development.	Remember	CCMB403.04

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcome (CLOs)
5	What is DAGMAR approach? Explain the criticisms of DAGMAR approach in setting objectives.	Understand	CCMB403.04
6	Write about the process of testing the effectiveness of the sales promotion in marketing communication.	Remember	CCMB403.04
7	Discuss the steps involved in testing the effectiveness of public relations as a tool of integrated marketing communication.	Understand	CCMB403.04
8	Explain the techniques used in evaluating various nontraditional tools in integrated marketing communication.	Understand	CCMB403.05
9	What is the procedure for testing the effectiveness of personal selling in evaluating the promotional mix.	Remember	CCMB403.06
10	Define direct marketing? Discuss why the impact of direct marketing on behavior is in short term only.	Understand	CCMB403.06
11	Discuss the steps involved in testing the effectiveness of publicity as a tool of integrated marketing communication.	Understand	CCMB403.06
12	Explain various conventional tools and non conventional tools used as promotional tools in integrated marketing communication.	Remember	CCMB403.06
13	Write about the process of testing the effectiveness of the sales promotion in marketing communication.	Remember	CCMB403.06
14	What are the communication objectives in integrated marketing communication?	Understand	CCMB403.06
15	State the approach you will use to set advertising objectives in integrated marketing communication.	Remember	CCMB403.06
16	What are the objectives of advertising as a tool in promotion mix?	Understand	CCMB403.06
17	How consumer behavior is analyzed in purchasing a product from a communication mix?	Remember	CCMB403.06
18	Differentiate qualitative methods with quantitative methods of pre testing in advertising testing process.	Remember	CCMB403.06
19	Discuss the steps involved in testing the effectiveness of public relations as a tool of integrated marketing communication.	Understand	CCMB403.06
20	Explain the techniques used in evaluating various nontraditional tools in integrated marketing communication.	Remember	CCMB403.06
PART-B (LONG ANSWER QUESTIONS)			
1	What is communication? Discuss the characteristics of DAGMAR approach to set objectives and measuring advertising effectiveness.	Remember	CCMB403.04
2	Explain the universal law that “prevention is better than cure” in pre testing tools of qualitative and quantitative methods in advertising testing process.	Remember	CCMB403.04
3	What is sales promotion? Explain why one has to test both communication and sales effect of promotion to test the effectiveness of sales promotion?	Understand	CCMB403.05

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcome (CLOs)
4	Why publicity and public relations are the most difficult tools of communication to measure? How do you test the effectiveness of publicity and public relations together?	Understand	CCMB403.05
5	What is personal selling? If you are a marketing communication manager, how do you test the effectiveness of personal selling in marketing mix.	Remember	CCMB403.05
6	Define direct marketing in integrated marketing communication? State the tools used to measure the effectiveness of direct marketing.	Understand	CCMB403.05
7	How do you evaluate the nontraditional tools of integrated marketing communication?	Remember	CCMB403.06
8	Explain the concurrent testing tools in advertising execution and post testing tools in the process of advertising testing.	Understand	CCMB403.06
9	Write about the allocation of the marketing communication budget in a view of integrated marketing communication.	Remember	CCMB403.06
10	Define marketing research? How do you conduct marketing research to measure the marketing communication effectiveness?	Remember	CCMB403.06
PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)			
1	The companies that spend the most on advertising do not necessarily achieve the highest brand value for their products. Sometimes those who spend very little are able to achieve this objective. Explain the factors may lead to these results. Provide examples.	Understand	CCMB403.04
2	What is DAGMAR? Explain how marketers might use DAGMAR in establishing objectives. What are some of the problems associated with the use of DAGMAR approach?	Remember	CCMB403.05
3	What are some of the organizational characteristics that influence the budgeting decision? Give examples of each	Understand	CCMB403.06
4	Discuss the two sales response models. Explain the difference between the two models. Provide examples of types of products that might follow each of these response curves.	Understand	CCMB403.06
UNIT-III			
MARKETING COMMUNICATION MIX I			
PART-A(SHORT ANSWER QUESTIONS)			
1	Define creativity. Sate some of the tips to come up with creative advertising in marketing mix.	Remember	CCMB403.07
2	Explain the types of message appeals in creative execution of advertising which affect the relevance, originality and impact of an ads.	Remember	CCMB403.07
3	Which factors would you consider in designing message structure while executing creative advertising?	Understand	CCMB403.07
4	Write the advantages and disadvantages of celebrity advertising in creative execution elements.	Understand	CCMB403.07
5	What is out of home media? Give the tips of creative execution in directory advertising in yellow pages?	Remember	CCMB403.07
6	Write the different structures of radio commercials for determining how the advertising story will be told.	Understand	CCMB403.07

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7	Write the advantages and disadvantages of radio advertising in execution in radio media.	Remember	CCMB403.08
8	What is Online in marketing mix? Write the disadvantages of internet advertising?	Remember	CCMB403.08
9	How do you buy the time in television? State the importance of sponsorship in creative television advertising?	Understand	CCMB403.08
10	What do you mean by creativity? Give some of the traits and essential qualities of creative minds.	Remember	CCMB403.08
11	How do you bring creativity in advertising? Explain the creative execution of the big idea in advertising.	Understand	CCMB403.07
12	Define creative advertising? What are the different elements of creative execution of advertising?	Remember	CCMB403.07
13	Explain about the template or ways for determining how the advertising message will be told.	Understand	CCMB403.07
14	Explain the various factors affecting message structure in creative advertising.	Remember	CCMB403.07
15	What is celebrity endorsement advertising? State the benefits of using celebrity endorsement.	Remember	CCMB403.07
16	What is print medium? Discuss the various functions of design in print medium.	Understand	CCMB403.07
17	Explain the different elements of design in creative execution of advertising in print media.	Remember	CCMB403.08
18	Discuss the various layout stages leading to the development of print advertisement.	Remember	CCMB403.08
19	State the layout design principles used to make the message more organized and easily perceivable to the eye.	Understand	CCMB403.08
20	Discuss the concept of image transfer can be used in radio advertising. Find an example of a radio campaign that using this concept.	Remember	CCMB403.08
PART-B(LONG ANSWER QUESTIONS)			
1	Explain the different creative execution elements of advertising that describe the look, feel and sound of a message in its finished form which affect the relevance, originality and impact of an ads.	Remember	CCMB403.07
2	Define print medium. Discuss the stages of designing a layout and layout styles or formats in designing the print medium message.	Understand	CCMB403.07
3	What do you mean by out of home media in print media? State some of the tips involved in creative execution of out of home media to become intrusive and compelling.	Remember	CCMB403.07
4	Define Radio advertising. Give some of the pointers which help in writing and producing creating effective radio spots with a suitable example.	Remember	CCMB403.07

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcome (CLOs)
5	What is Internet in marketing communication? Write the different types of internet advertising and its advantages of online advertising in detail.	Understand	CCMB403.07
6	What is television advertising? Explain the guidelines for executing the television advertising in marketing mix.	Understand	CCMB403.09
7	Write the advantages and disadvantages of television advertising in creative execution of advertising.	Understand	CCMB403.09
8	Discuss in detail about "if creativity is not necessarily inborn, how did you foster it"? state the tips suggested by experts on stimulating creativity.	Understand	CCMB403.09
9	Define creativity? Explain the technique useful for generating alternative ideas in getting the big idea of creativity in marketing mix.	Remember	CCMB403.09
10	Discuss the role of newspapers and magazines in the development and implementation of an integrated marketing communications program. What advantages offered by this medium.	Remember	CCMB403.09
PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)			
1	Explain what is meant by creative strategy and creative tactics in advertising. Find an example of an advertising campaign and evaluate the creative strategy and tactics used in the ads.	Remember	CCMB403.07
2	What are the various stages of the creative process? Do you agree with the notion that advertising creativity can or should follow a definitive process?	Understand	CCMB403.07
3	Discuss the advantages of television as an advertising medium and the importance of these factors to major advertisers such as automobile companies.	Remember	CCMB403.08
4	Discuss the advantages and disadvantages of advertising on radio. Discuss how radio advertising might be used by national versus local advertisers.	Understand	CCMB403.08
UNIT-IV			
MARKETING COMMUNICATION MIX II			
PART-A (SHORT ANSWER QUESTIONS)			
1	Define sales promotion. State the characteristics of sales promotion.	Remember	CCMB403.09
2	Explain the sales promotion in the Indian context in detail.	Understand	CCMB403.09
3	Explain different elements of consumer sales promotion in markets.	Remember	CCMB403.09
4	What are the objectives of sales promotion in promotional mix?	Understand	CCMB403.09
5	If you are a marketing manager of a company, which methods do you use to set sales promotion budget.	Understand	CCMB403.09
6	How do you design sales promotion program in a FMCG organization?	Remember	CCMB403.09
7	Write about the advantages and disadvantages of sales promotion in integrated marketing communication.	Understand	CCMB403.09
8	Discuss the characteristics of direct marketing in integrated marketing communication.	Remember	CCMB403.09
9	Explain the types of direct marketing in marketing communication.	Understand	CCMB403.09
10	How direct marketing is different from mass marketing in communication.	Remember	CCMB403.09

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcome (CLOs)
11	What are the mass marketing media and unconventional media tools used in direct marketing?	Remember	CCMB403.09
12	What are the advantages and disadvantages of direct marketing in marketing communication?	Understand	CCMB403.09
13	What is personal selling? Discuss the nature of personal selling?	Remember	CCMB403.09
14	Explain the quantitative and qualitative objectives of personal selling in marketing communication.	Understand	CCMB403.09
15	Explain about AIDA's theory in personal selling in setting the objectives.	Understand	CCMB403.09
16	What are the merits and demerits of personal selling in marketing communication?	Remember	CCMB403.09
17	Define public relations. Write the objectives of public relations in marketing communication.	Understand	CCMB403.09
18	What is publicity? Write the benefits and limitations of publicity in marketing communication.	Remember	CCMB403.09
19	Explain the various types of corporate advertising in integrated marketing communication.	Understand	CCMB403.09
20	What are the different unconventional promotional media used in the integrated marketing communication?	Understand	CCMB403.09
PART-B (LONG ANSWER QUESTIONS)			
1	Explain the steps involved in direct marketing process in detail in integrated marketing communication.	Understand	CCMB403.09
2	Define sales promotion. Discuss the various categories of sales promotion targeted at different elements of markets.	Remember	CCMB403.11
3	Explain the media used in direct marketing. Write advantages and disadvantages of these media.	Understand	CCMB403.13
4	Define personal selling. What are the various qualities and traits of good salesman in personal selling?	Remember	CCMB403.09
5	Discuss the steps in the selling process that sales person must master to focus on the goal of getting new customers and obtaining orders.	Understand	CCMB403.10
6	Discuss any two theories of personal selling.	Understand	CCMB403.09
7	Explain briefly various sponsorships used in unconventional promotional media in marketing communication mix.	Remember	CCMB403.09
8	Define mobile advertising Explain advantages and disadvantages of this unconventional promotional media.	Remember	CCMB403.13
9	Differentiate village farmers and out of home media of unconventional promotional media.	Remember	CCMB403.11
10	What is word of mouth? State merits and limitations of this unconventional promotional media.	Understand	CCMB403.11
PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)			
1	What is the difference between direct marketing and direct selling? Describe the various forms of direct selling and some of the characteristics of the industry that make it unique,.	Remember	CCMB403.09

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcome (CLOs)
2	The internet is growing at an extremely rapid pace. At the same time there are indications that this growth will slow. Discuss some factors that may lead to decreased growth of the use of this medium.	Remember	CCMB403.09
3	Discuss how samples and coupons can be used to generate trial of a new product or increase consumption of an established brand.	Understand	CCMB403.09
4	A number of companies have experienced public relations problems resulting from product recalls, product failures etc. Describe some of the steps companies can take to minimize the impact of this negative publicity.	Understand	CCMB403.09
UNIT-V			
REGULATION, SOCIAL AND ETHICAL ASPECT OF ADVERTISING AND PROMOTION			
PART-A (SHORT ANSWER QUESTIONS)			
1	Define advertising. Explain the federal regulation of advertising in social aspects of advertising and promotion.	Understand	CCMB403.11
2	Discuss any three additional federal regulatory agencies of advertising in ethical aspects of promotion.	Understand	CCMB403.11
3	What are the objectives and characteristics of advertising Standards council of India?	Understand	CCMB403.11
4	Explain Doordarshan code with regard to social and ethical aspects of advertising and promotion in India.	Remember	CCMB403.11
5	Write about the rules, regulations and guidelines that affect the sales promotion in marketing promotional areas.	Remember	CCMB403.11
6	Explain social and ethical criticisms of advertising of advertising in India.	Understand	CCMB403.11
7	What do you mean by ethics? Discuss the ethical aspects of advertising in India.	Remember	CCMB403.11
8	Explain the rules, regulations and guidelines that affect the direct marketing in marketing promotional areas.	Understand	CCMB403.11
9	What is truth in advertising? Give different ways of presenting untruth in advertising.	Understand	CCMB403.11
10	Define advertising. Discuss advertising to children defined by national legislation and advertising standards.	Remember	CCMB403.11
11	State the rules, regulations and guidelines that affect the marketing on the internet in marketing promotional areas.	Remember	CCMB403.11
12	Briefly explain the concerns with banning the advertising of controversial categories.	Understand	CCMB403.11
13	Explain the different approaches to controversial advertising in India.	Understand	CCMB403.11
14	Define social aspects. Discuss the positive social aspects of advertising in India.	Remember	CCMB403.11
15	Explain the negative aspects of advertising on the social ground in India.	Understand	CCMB403.11
16	State the nature of controversial products in the view of controversial products advertising.	Remember	CCMB403.11
17	Discuss the background on federal regulation of advertising in ethical aspects of promotion.	Understand	CCMB403.11

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcome (CLOs)
18	Describe the federal trade commission in protection of both customers and businessmen from anticompetitive behavior and deceptive practices.	Remember	CCMB403.11
19	Illustrate the current status of federal regulation by the federal trade commission in advertising.	Understand	CCMB403.11
20	Contrast the federal regulatory agencies with advertising standards council of India in ethical aspects of promotion.	Understand	CCMB403.11
PART-B(LONG ANSWER QUESTIONS)			
1	What is federal regulation? Discuss in detail about the federal trade commission and state its current status in ethical issues of advertising.	Remember	CCMB403.11
2	Explain the importance of Lanham act in social and ethical aspects of advertising other than the additional federal regulatory agencies.	Remember	CCMB403.11
3	What do you mean by advertising regulation? Describe the importance of advertising standards council of India in controlling of ethics of advertising.	Understand	CCMB403.11
4	“Advertising should not offend against morality, decency and religious susceptibilities of the people.” Discuss the regulatory code relates to this statement.	Understand	CCMB403.11
5	Define sales promotion. State the rules, regulations and guidelines that affect the sales promotion in integrated marketing communication.	Remember	CCMB403.11
6	Explain the techniques used by the advertisers and changes against advertising in integrated marketing communication impact on society and their social and ethical criticisms in detail.	Understand	CCMB403.11
7	Define ethical aspects? Illustrate the ethical aspects of advertising and truth in advertising with an example.	Understand	CCMB403.11
8	What is advertising to children? Write the scope and legislation in advertising to children relating to the alleged influence on children’s consumption.	Remember	CCMB403.11
9	What is controversial product? Describe the nature of controversial products which influence the promotional tools in integrated marketing communication?	Understand	CCMB403.11
10	State the various approaches that are used in the industry to address the controversial messages to influence large groups of people.	Remember	CCMB403.11
PART-C (PROBLEM SOLVING AND CRITICAL THINKING QUESTIONS)			
1.	The federal trade commission is in the process of developing a national “do-not-call” registry. Discuss how this registry will impact the direct marketing industry.	Remember	CCMB403.11
2	Discuss the role of ethics in advertising and promotion. How do ethical considerations differ from legal considerations in developing an integrated marketing communications program.	Understand	CCMB403.11
3	State the two major perspectives of the economic impact of advertising:”advertising equals market power” versus “advertising equals information.”	Understand	CCMB403.11

HOD, MBA