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NEW SCHEME

Fourth Semester MBA Degree Examination; July 2007

Business Administration

Integrated Marketing Communications

Time: 3 hrs.]

[Max. Marks:100

Note : Answer any FIVE full questions in which Q-8 is compulsory.

- 1
 - a. What is Integrated Marketing Communications? (03 Marks)
 - b. Explain various methods by which advertising agencies are compensated. (07 Marks)
 - c. Explain the participants in integrated marketing communications process. (10 Marks)
- 2
 - a. What is an advertising agency? List out types of ad agencies. (03 Marks)
 - b. Explain the role of direct marketing in IMC. (07 Marks)
 - c. Explain source factors. (10 Marks)
- 3
 - a. What is meant by event management? (03 Marks)
 - b. Explain 'DAGMAR' approach. (07 Marks)
 - c. Explain different types of sales promotion techniques. (10 Marks)
- 4
 - a. What is TRP rating? (03 Marks)
 - b. Compare and contrast commercial and non commercial advertising with examples. (07 Marks)
 - c. Explain the advantages and disadvantages of direct marketing. (10 Marks)
- 5
 - a. What is sales promotion? (03 Marks)
 - b. What are the methods of scheduling? Explain. (07 Marks)
 - c. Compare the benefits and limitations of television and newspaper media. (10 Marks)
- 6
 - a. What is creative boutique? (03 Marks)
 - b. Explain various approaches for setting promotional budget. (07 Marks)
 - c. Bring out the differences between marketing and communications objective. (10 Marks)
- 7
 - a. What is international advertising? (03 Marks)
 - b. What are the advantages and disadvantages problems in global advertising? (07 Marks)
 - c. What is public relations? Explain marketing public relations functions. (10 Marks)

8 Case Study

New Global Market Segment

Multinational companies recognize that one of their major global marketing challenges is tapping into billions being spent by teens around the world. The convergence in teens tastes, attitudes and product preferences is being driven by several factors. The most powerful unifying force among teens is television, including TV advertising. TV has helped create a single market in US and satellite TV helping to do the same elsewhere. Companies run European or Asian wide campaigns by using similar ads in series of national markets. MTV, the New York based music network, is watched in nearly 100 countries and is tremendously popular in Europe, reaching 60 million households. Music and sports are universal languages for teens. Some companies are developing new products for the global teen market.

The advertising sales director of MTV, Europe says, "An 18 year old in Germany has more in common with another 18 year old in France than he does with his own parents. We consider them as one nation". To many marketers, teens are an important global market segment.

Questions :

- Do you believe that teens around the world are to be considered to belong to 'one nation'? If so how? (05 Marks)
- How is the 'Indian teen' to be marketed by different product marketers? (05 Marks)
- State the significance of media advertising to Indian teens. (05 Marks)
- How has MTV India played an important role in youth marketing? (05 Marks)
