

SYBMS (MKT)

415/18

2 to 4.30

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Instruction to students:

- 1) Write your answer in detail with suitable points.
- 2) Please support your answers with examples.
- 3) Kindly maintain neatness and continuity.
- 4) Figures to the right indicate full marks.

Int. MKTS Com.

Time: 2:30 Hours

Q. P. Code: 35114

Marks: 75

100

Q1. A) Attempt **any eight**- from the following. (8 marks)

- 1) The ultimate goal of IMC is to affect the behaviour of _____
a) Employee b) Target audience c) Shareholder
- 2) The basic tools used to achieve organisation's communication objectives is known as _____ mix
a) Marketing b) Promotional c) Communication
- 3) _____ creates a short term increase in sales by motivating trial use and encouraging larger purchases.
a) sales promotion b) marketing mix c) sampling
- 4) Firm uses the _____ strategy when they target final consumer with promotion.
a) Pull b) Push c) Advertising
- 5) _____ is the practice of managing the spread of information between an organisation and the public.
a) Customer care b) Public Relation c) Publicity
- 6) _____ marketing is an effective way to connect with customers in an environment where they are comfortable with receiving a promotional message.
a) Event b) Campaign c) Trade
- 7) _____ advertising can help the company attract funds if they are planning to grow business or make a major investment.
a) Financial b) Public c) Political
- 8) An _____ appeal is related to an individual's psychological and social needs for purchasing certain products and services
a) Moral b) Emotional c) Logical
- 9) _____ advertising is false advertising and it is illegal according to Federal Trade Commission. It is also unethical
a) Receptive b) Deceptive c) Puffery
- 10) Most stereotypes tend to convey a _____ impression.
a) Negative b) Positive c) Inappropriate

Q1 B. State whether the following statement are True or False (**any 7**) (7 marks)

- 1) Publicity refers to non-personal communication
- 2) DAGMAR is a model of sales process.
- 3) Direct marketing plays a minor role in the Integrated Communication process
- 4) Billboards are long banners tied to a low-flying plane.
- 5) Transit advertising is a form of out of home advertising
- 6) Personal selling is the first area of marketing communication that adopted an integrated marketing approach.
- 7) Advertising results in actual sales.
- 8) When institutional advertising is presented in an aggressive manner it is known Advocacy advertising.
- 9) The most common form of advertising on the web is Facebook.
- 10) Radio is a vehicle through which advertisers can reach children easily.

- Q2. a) Define Integrated Marketing Communication and explain its features (8 marks)
b) Explain different promotional tools for IMC (7 marks)

OR

- c) Write a detailed note on different types of advertising. (8 marks)
d) How would you evaluate the effectiveness of sales promotion campaign (7 marks)

- Q3. a) What is personal selling? State its features & importance. (8 marks)
b) Explain in detail the role of Direct Marketing in IMC as well as its benefits and contribution. (7 marks)

OR

- c) PR as a tool has been very effective in IMC. Define the concept of Public Relations and explain the different tools used for PR. (8 marks)
d) In the field of communication Internet is observed as a fast growing medium. Write a note on the growth and increasing importance of Internet as medium of communication and support your answers with suitable examples of advertising in via social media. (7 marks)

- Q4. a) State the various unethical practices in marketing communication with suitable examples and illustrations. (8 marks)
b) Explain broad categories of evaluation tools that can be used to evaluate the behavioural evaluation in IMC. (7 marks)

OR

- c) Explain in brief the methods of message evaluation in IMC (8 marks)
d) Write in detail about the future trends in IMC (7 marks)

- Q5. a) Design an online promotional campaign for the product launch of green tea by Herbal Tree Tea and suggest the best possible use of media selection to attract the consumers. Suggest methods of improving awareness about the product with the help of online media resources and design a social media campaign. (15 marks)

OR

- Q5 b) Short Notes : (Any three) (15 Marks)

- 1) QR Codes
- 2) Push Strategy
- 3) Alternative Response Hierarchies Model by Michael Ray
- 4) Event sponsorship
- 5) Innovation Adoption Model
