

MMS - III (Marketing)
IMC 03

28.10.2009

Roll No. :

Integrated Marketing

Total No. of Printed Pages : 1

Total No. of Questions : 7

Communication

Maximum Marks : 60

Duration (Hrs) : 3 hours

Note:

1. Attempt any five questions.
2. Each question carries equal marks [12 x 5 = 60]

1. Communication is all about reaching out public with your message being understood. In our age of a viewer getting the option of choosing between 50 channels, how do you ensure that communication via advertising can effectively reach the target market?
2. Take a product / brand of your choice and explain the concept of the AIDA model?
3. Pick 5 brands and analyze the choice of celebrity endorsement used . If you were to change that celebrity (for any two brands) who would be your ideal choice and why?
4. A Write a short copy for Amul Butter to be put on hoardings around your city?
B What would be the advertising objectives that you would set for the following situation:
 - Brand of health drink only for the urban market and that too be concentrated in the metro cities.
5. Write short notes on any two :
 - Employees as brand ambassadors
 - Buzz marketing
 - TV and its impact on children
 - Ethics in Advertising
6. Explain briefly the different ways of setting the advertising budget. Support your answer with suitable examples.
7. Dabur India wants to launch Real Fruit juices in national markets. How should it plan media ?