

MMS-III  
26-10-2010

Marketing.  
Integrated Marketing Communication

Roll No. :

Total No. of Questions : 4

Duration (Hrs) : 3 hours

Total No. of Printed Pages : 2

Maximum Marks : 30

**IMC 03**

Note: Section A and B to be solved on SEPARATE answer Books.

- Answer any three questions.
- Each question carries equal marks [ 10 x 3 = 30 ]

**Section A (marks : 30)**

1. You are the Brand Manager of Chevrolet Optra. What do you think the brand stands for? Mr. Jaiswal comes to the Trade fair and is interested in purchasing the vehicle. How would you integrate the principle and components of IMC in order to market the brand to him? Secondly, it comes as grapevine to Mr. Jaiswal that the car has poor suspensions, how would you use the concept of Public Relations to counter this rumor doing the damage to your brand and relationship?
2. A company wishes to launch a new toothpaste which can effectively prevent cavities and tooth decay. But the toothpaste market is highly crowded with multiple brands. Assume you were to evolve a marketing communication strategy. Which appeal will you use and why?
3. How would it ever be possible to justify anything other than sales growth as proper objective for an advertising campaign? Is it possible that advertising could be effective yet not yield growth in sales?
4. Answer any one:
  - a. It is said that advertising is a waste of scarce resources in a developing country like India. Do you agree? Substantiate your arguments with appropriate examples.
  - b. Write short note on Advertising Research.

Roll no:

Total No of Questions : 5

Maximum Marks : 30

Section : B

Q. 1 Explain the following terms in brief - Any Six

Marks 18

1. Media Vehicle
2. Reach
3. Gross Rating Points
4. Cost Per Thousand
5. Account Planning
6. Illustration as a part of print copy
7. Event Infrastructure
8. Featured Stories as a PR tool
9. Proactive PR strategy

Write any two questions from below (Q2- Q5)

Marks 12

Q. 2 Explain any three execution styles (execution of message) along examples

Q. 3 Explain various criteria considered in development of media plan

Q. 4 Write a note on "Writing TV copy"

Q.5 Explain any two approaches to Big Ideas.

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