

**VPM's**  
**Programme: EpMBA Marketing (2017-18)**  
**Batch:**  
**Semester Examination September 2018**

<b>Subject Name</b>	<b>Integrated Marketing Communication</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>60</b>	<b>Duration</b>	<b>2 Hours</b>
<b>Total No. of pages</b>		<b>Date</b>	

1. \_\_\_\_\_ is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor
  - a. Marketing
  - b. Promotion
  - c. **Advertising**
  - d. None of the above
  
2. \_\_\_\_\_ is used when introducing a new product category; the objective is to build primary demand
  - a. **Informative advertising**
  - b. Persuasive advertising
  - c. Reminder advertising
  - d. None of the above
  
3. A \_\_\_\_\_ consumer may be less educated, but he is clever and blessed with a lot of common sense
  - a. Urban
  - b. **Rural**
  - c. Metro
  - d. None of the above
  
4. \_\_\_\_\_ is not “what you do to the Product”, but it is “what you do to the mind of customers”
  - a. Manufacturing
  - b. Retailing
  - c. **Positioning**
  - d. Segmenting
  
5. \_\_\_\_\_ are intended to motivate sales people to put in more efforts to increase distribution in the market and thereby improving the sales.
  - a. Trade Oriented
  - b. Consumer Oriented
  - c. **Sales Force Oriented**
  - d. None of the above
  
6. \_\_\_\_\_ refers to determining the best combination of medias to achieve the marketing communication objectives
  - a. **Media Planning**
  - b. Advertising

- c. Sales Promotion
  - d. None of the above
7. Under \_\_\_\_\_ approach, company allocates whatever is left over to advertising
- a. Arbitrary Allocation
  - b. **The affordable Method**
  - c. Historical Method
  - d. None of the above
8. \_\_\_\_\_ is concerned with, the aspects of the product offering that are largely similar to the offerings of like competitors.
- a. **POP (Points of Parity)**
  - b. POD (Points of Difference)
  - c. Either (a.) OR (b.)
  - d. None of the above
9. \_\_\_\_\_ ad copy expose the facts and explains the construction, uses, merits, operations & superiority of the product
- a. Suggestive
  - b. **Expository**
  - c. Descriptive
  - d. None of the above
10. Which of the following are considered as Primary Source of new business for ad agency?
- a. Build existing client's business
  - b. Add and sell new IMC services
  - c. Solicit new accounts
  - d. **All of the above**
11. \_\_\_\_\_ is important with mature products to help maintain customer relationships and keep customers thinking about the product
- a. Informative advertising
  - b. Persuasive advertising
  - c. **Reminder advertising**
  - d. None of the above
12. Which of the following are not prominently used communication medium in rural market?
- a. Haats (Weekly Markets)
  - b. Melas
  - c. TV Ads in regional languages
  - d. **Internet Marketing**

**13 to 16 (Match the pair, with most accurate answers)**

1. Account Management department	A. Responsible for creating and producing the print and broadcast advertising
2. Creative department	B. Handles marketing & media issues, media negotiations and implementation

3. <b>Media planning and placement department</b>	C. <b>Interpret market environment, Determine consumer needs/perceptions, Advise how ads can meet strategic goals</b>
4. <b>Research department</b>	D. <b>Liaison between agency and client,represents client point of view within the agency</b>

13. 1. - \_\_\_\_\_ (A/ B/ C/ **D**)
14. 2. - \_\_\_\_\_ (A/ B/ C/ D)
15. 3. - \_\_\_\_\_ (A/ **B**/ C/ D)
16. 4. - \_\_\_\_\_ (A/ B/ C/ D)
17. \_\_\_\_\_ sales promotion persuade retailers to carry stock, carry more than usual stock & promote brand franchise
- Trade Oriented**
  - Consumer Oriented
  - Sales Force Oriented
  - None of the above
18. \_\_\_\_\_ is the amount of money which can be or has to be spent on advertising of the product to promote it and to reach the target consumers
- Business Budget
  - Advertising Budget**
  - Promotional Expenses
  - None of the above
19. \_\_\_\_\_ approach, compares the total sales with the total advertising budget during the previous year or the average of several years to compute a percentage
- Affordable
  - Competitive Parity Method
  - Percentage of Sales Method**
  - None of the above
20. The \_\_\_\_\_ is the saying that gets the readers' attention, arouses their interest by providing a benefit, and leads them to read the rest of the ad.
- Ad Copy
  - Signature
  - Headline**
  - None of the above
21. \_\_\_\_\_ A learned predisposition to behave in a consistently favorable or unfavorable manner with respect to a given object
- Attitudes**
  - Beliefs
  - Perceptions
  - None of the above

22. \_\_\_\_\_ sales promotion induces trials of a new product or existing product in the new market, targeted towards users, with an objective to increase the sales in short term.
- Trade Oriented
  - Consumer Oriented**
  - Sales Force Oriented
  - None of the above
23. \_\_\_\_\_ refers to “target consumer’s” reason to buy one brand in preference to others
- Advertising
  - Brand Positioning**
  - Targeting
  - None of the above

**24 to 26 (Match the pair, with most accurate answers)**

1. Reach	A. The potential audience that might receive the message through the vehicle
2. Coverage	B. The number of times the receiver is exposed to the media vehicle in a specific time period
3. Frequency	C. Number of different audience members exposed at least once in a given time period

24. 1. - \_\_\_\_\_ (A/ B/ C)
25. 2. - \_\_\_\_\_ (A/ B/ C)
26. 3. - \_\_\_\_\_ (A/ B/ C)
27. \_\_\_\_\_ ad copy is also known as Corporate Advertising, which is aimed to develop and maintain a brand image of the Institution/ Company
- Educational
  - Competitive
  - Institutional**
  - None of the above
28. \_\_\_\_\_ means The Marketing and Management communications process to foster goodwill between a firm and its constituents i.e. stakeholders.
- Publicity
  - Public Relations**
  - Advertising
  - None of the above
29. \_\_\_\_\_ as a consumer promotion tool, includes providing extra quantities of the same product at the regular price.
- Discount
  - Coupon
  - Premium offers**
  - None of the above

30. Under \_\_\_\_\_ advertising effectiveness is measured through clarity, contents, believability, action ability etc.
- Message effect**
  - Media effect
  - Field Test
  - None of the above
31. Which of the following are considered as primary services of Ad agency?
- Complete a marketing analysis
  - Prepare a creative strategy
  - Develop and implement a media plan
  - All of the above**
32. \_\_\_\_\_ gives a REASON to buy, whereas \_\_\_\_\_ gives an INCENTIVE to buy
- Advertising, Sales Promotion**
  - Sales Promotion, Advertising
  - Public Relations, Publicity
  - None of the above
33. Which of the following cannot be an objective of Sales promotion?
- To stimulate customers to make purchase
  - To prompt existing customers to buy more
  - To introduce new products
  - None of the above**
34. \_\_\_\_\_ means a Name, Term, Sign, Symbol, design or combination of them intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors
- Product
  - Brand**
  - Service
  - None of the above
35. Which of the following are Functions of Advertising Copy?
- Attract Attention
  - Command Interest
  - Create Desire
  - All of the above**
36. The \_\_\_\_\_ is the photograph or drawing used in a print advertisement, its primary function is to attract attention
- Headline
  - Illustration**
  - Slogan
  - None of the above

37. In advertising, \_\_\_\_\_ means to persuade or convince the consumers that a particular brand of product is superior
- Communication
  - Public Relation
  - Persuasion**
  - None of the above
38. Under \_\_\_\_\_ approach, the budget is determined by the management solely on the basis of what is felt to be necessary
- Arbitrary Allocation**
  - The affordable Method
  - Historical Method
  - None of the above
39. \_\_\_\_\_ PR strategy is Dictated by external influences, Focuses on problems, not opportunities and Requires defensive measures
- Active
  - Reactive**
  - Proactive
  - None of the above
40. Which of the following is not considered as quality of a Good Advertising Copy?
- It Must be Simple
  - It Must Be Informative
  - It Must Be Lengthy and incomplete**
  - It Must Be Enthusiastic
41. Which of the following does not comes under the 'Ways Agencies Make Money'?
- Salary**
  - Fees
  - Commission
  - Incentive

**42 to 45 (Match the pair, with most accurate answers)**

1. Slogan	A. A person is made to have strong feelings about a situation or product
2. Repetition	B. A statement suggesting that everyone is using a specific product, so you should too
3. Bandwagon	C. The name of a product is repeated many times through various medias
4. Emotional Appeal	D. A catchy phrase or statement often used to sell a service or a product

42. 1. - \_\_\_\_\_ (A/ B/ C/ **D**)
43. 2. - \_\_\_\_\_ (A/ B/ C/ D)
44. 3. - \_\_\_\_\_ (A/ **B**/ C/ D)

45. 4. - \_\_\_\_\_ (A/ B/ C/ D)
46. Which of the following is not considered to be acceptable information as substantiation (i.e. evidence)?
- Scientific Literature
  - Scientific Literature
  - Individual Testimonials**
  - Market Research Surveys(of statistically significant sample size)
47. Which of the following are considered as Roles of Public Relations?
- Reputation Management
  - Corporate Communications
  - Product Publicity
  - All of the above**
48. Which of the following is the correct combination of four stages of communication suggested in DAGMAR model?
- Advertising, Awareness, Conviction, Action
  - Awareness, Action, Repurchase, conviction
  - Awareness, Comprehension, Conviction, Action**
  - None of the above
49. \_\_\_\_\_ is concerned with, the attributes or functionalities or benefits or any other marketing mix elements that are relatively distinct aspects of a brand, as compared to its competitors.
- POP (Points of Parity)
  - POD (Points of Difference)**
  - Either (a.) OR (b.)
  - None of the above
50. Which of the following factors affect the setting of Advertising Objectives?
- Marketing Strategy
  - Marketing Objective
  - Financial Resources
  - All of the above**
51. \_\_\_\_\_ is a public relations technique, which involves non-paid communication of information about an organization and its products or services
- Publicity**
  - Advertising
  - Promotion
  - None of the above
52. Under which type of fee system fixed fee is charged by the ad agency?
- Cost-plus fee
  - Retainer fee**
  - Hybrid fee
  - Performance fee

53. \_\_\_\_\_ PR strategy is Guided by marketing objectives, helps in publicizing a company/ its brands and Take an offensive rather than defensive posture
- Reactive
  - Active
  - Proactive**
  - None of the above

54. \_\_\_\_\_ is important with increased competition to build selective demand, by influencing customers to buy our product or service.
- Informative advertising
  - Persuasive advertising**
  - Reminder advertising
  - None of the above

**55 to 57 (Match the pair, with most accurate answers)**

1. Classical conditioning	A. Attitudes are learned through information processing
2. Operant conditioning	B. Attitudes are learned through past associations
3. Cognitive learning	C. Attitudes are learned through trial and reinforcement

55. 1. - \_\_\_\_\_ (A/ B/ C)  
 56. 2. - \_\_\_\_\_ (A/ B/ C)  
 57. 3. - \_\_\_\_\_ (A/ B/ C)

58. Which of the following are considered as Auxiliary Agency Functions?
- Strategy/creative review board
  - Account planning
  - Office management
  - All of the above**

59. \_\_\_\_\_ refers to the protection of creative works for Advertising & PR from unauthorized use.
- Copyright Issue**
  - Professional Codes of Conduct
  - Either (a.) or (b.)
  - None of the above

60. \_\_\_\_\_ is a legal way of promoting a product or service through hyperbole or oversized statements that cannot be objectively verified.
- Tall Claim
  - Puffery claim**
  - False claims
  - None of the above