

Reg. No. _____ Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FOURTH TRIMESTER MBA DEGREE EXAMINATION SEPT 18

MBA MKT-T4/T5-10 INTEGRATED MARKETING COMMUNICATION

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

1. Write a note on Sales Promotion
2. Explain the role of Production Department in an Advertisement Agency
3. Write a note on the social criticism of Advertising
4. Explain Competitive Parity method of Advertisement Budgeting
5. Explain the importance of Advertisement Layout

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. Explain some of the legal implications of advertisements.
7. Write a note on the various elements of an Advertisement Copy.
8. You are the promotion manager of a new brand of potato chips which is intending to compete with "Lays". What trade promotion would you need to offer in order to get your product into retail outlets?
9. Explain the components of Media Strategy.
10. Write a detailed note on the Advertising Statutory bodies.

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. Joyce Enterprises started its readymade garments business in early 1980's in one of the thickly populated cities in Tamilnadu. Its apparels received much appreciation among the people, particularly among the youth, thanks to its much fancied advertising. Its advertising message coupled with the visual element captivated the customer. The slogan 'Just wear, forget about the tear' developed enthusiasm in the readers, resulting in increased sales volume. Later, the road to success in garments market forced Joyce Enterprises to try its luck in the divergent market. Knowing fully well that it was not easy to make deep inwards in the detergent market dominated by Hindustan Lever, Joyce decided to concentrate on advertising for its premium product. The company endeavoured to target upper-middle class by launching advertising campaign in the print and TV media. Its advertising Manager, Rakesh coined the slogan, 'Lasting Longer than life' and it was thought to be the right message that would cut ice and help the firm to

achieve the major chunk to the market. The initial enthusiasm got vanished and Joyce was not even able to achieve break even in its sales.

Answer the following:

1. Is it wise on the part of Joyce to enter detergents market? Give reasons for your answer. (10)
2. Comment on the advertising message by Rakesh. (10)
