

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FOURTH TRIMESTER MBA DEGREE EXAMINATION(R&S), NOVEMBER 2019

Course Code: MKTT4T510

Course Name: INTEGRATED MARKETING COMMUNICATION

Max. Marks: 60

Duration: 3 Hours

PART A

Answer all questions. Each question carries 2 marks.

Marks

Write Short Notes On:

- | | | |
|---|----------------------------|---|
| 1 | Features of IMC | 2 |
| 2 | Hoarding Contractors | 2 |
| 3 | Concept Testing | 2 |
| 4 | Sales Promotion and uses | 2 |
| 5 | Client-Agency relationship | 2 |

(5x2 = 10 marks)

PART B

Answer any three questions. Each question carries 10 marks.

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|----|---|----|
| 6 | Explain the reasons for growth and importance of Integrated Marketing Communication. How does it differ from traditional advertising and promotion? | 10 |
| 7 | Develop a sales promotion campaign for an FMCG product of your choice. | 10 |
| 8 | Write note on Outdoor advertising. Explain the common forms of outdoor media. | 10 |
| 9 | Elaborate on media plan with a diagram for the process of developing a media plan. | 10 |
| 10 | Elaborate the role of Sales Promotion in IMC. | 10 |

(3x10 = 30 marks)

PART C

Compulsory Question. The question carries 20 marks.

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|----|---|----|
| 11 | a) You are in charge of advertising for the launch of Burn , the new energy drink manufactured by Coca-Cola. Develop an advertisement layout to attract the young adult segment.-15 marks
b) Enunciate the advantages of online sales promotion-5 marks | 20 |
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