

Exam Date & Time: 26-Sep-2020 (02:00 PM - 05:30 PM)



PSG COLLEGE OF ARTS AND SCIENCE

Note: Writing 3hrs: Checking & Inserting Image : 30mins

MSc DEGREE EXAMINATION MAY 2020
(Fourth Semester)

Branch - ELECTRONIC MEDIA

DISCIPLINE SPECIFIC ELECTIVE - II :
INTEGRATED MARKETING COMMUNICATION [18EMP18A]

Marks: 75

Duration: 210 mins.

SECTION - A

Answer all the questions.

- 1) Integrated marketing communication uses the principles of the four Ps (product, price, promotion and place) to pull together all aspects of _____.
(i) marketing communications
(ii) advertising campaign
(iii) social media marketing
(iv) consumer relations (1)
- 2) Advertising, personal selling, sales promotion, and public relations activities are commonly used to persuade consumers to make a _____.
(i) decision
(ii) purchase
(iii) strategy
(iv) impact (1)
- 3) Consumer behaviour is considered _____.
(i) Habitual
(ii) Positive
(iii) Negative
(iv) Natural (1)
- 4) Degree to which a consumer purchases a certain brand without considering alternatives is _____.
(i) brand equity
(ii) brand loyalty
(iii) brand positioning
(iv) brand identity (1)
- 5) The effectiveness of advertising is improved through _____.
(i) ad tracking
(ii) marketing research
(iii) advertising research
(iv) copy testing (1)

- 6) _____ is the process of forming a mental image picture, or representation of an object or idea.
 (i) Creativity
 (ii) Visualization (1)
 (iii) Brain storming
 (iv) Pitching
- 7) _____ increases the perceived value of a product and is usually offered for a limited amount of time.
 (i) Sales Promotions
 (ii) Direct Marketing (1)
 (iii) Public Relations
 (iv) Publicity
- 8) Corporate advertising is also effective for companies that are involved in businesses that have a lot of _____ potential.
 (i) positive
 (ii) neutral (1)
 (iii) zero
 (iv) negative
- 9) _____ is when the consumer is led to believe something which is not true.
 (i) Deception
 (ii) Puffery (1)
 (iii) Subliminal
 (iv) Advocacy
- 10) A series of messages that divide a single idea and theme which make up an integrated marketing communication (IMC) is known as _____.
 (i) advertising campaign
 (ii) advertising research (1)
 (iii) clutter
 (iv) product placement

SECTION - B

Answer all the questions.

- 11) Define IMC. Explain its features. (5)
- a)
 [OR] Explain how to develop a successful integrated marketing strategy. (5)
 b)
- 12) State the process involved in targeting consumers through new (nontraditional) media. (5)
- a)
 [OR] Illustrate the structure of advertising and promotion industry in India. (5)
 b)
- 13) Discuss the benefits of an advertisement research. (5)

- a)
[OR] Explain what you understand by the 'strategy of a creative design'. (5)
b)
- 14) Justify the role of corporate advertising in a promotional strategy. (5)
- a)
[OR] Classify direct marketing tactics from mass marketing tactics. (5)
b)
- 15) Prepare objectives for a media plan of an organisations IMC campaign. (5)
- a)
[OR] Evaluate the social and economic aspects of promotion for a corporate. (5)
b)

SECTION - C

Answer all the questions.

- 16) Analyse the merits and demerits of IMC. (8)
- a)
[OR] Classify the components of a successful integrated marketing strategy for a FMCG. (8)
b)
- 17) Differentiate the concepts of integrated marketing communications from the perspective of a consumer and business. (8)
- a)
[OR] Discuss the psychological factors that drive consumer demand, and how they play into marketing segmentation. (8)
b)
- 18) Assess how social media increases brand awareness and customer engagement in integrated marketing communications. (8)
- a)
[OR] Justify how advertisements are the most essential feature of a business. (8)
b)
- 19) Differentiate between trade and consumer promotions relative to a product's marketing mix. (8)
- a)
[OR] Determine how sales promotion is used in the promotional mix of an automobile company. (8)
b)
- 20) Compare the types of media and types of scheduling used in advertising campaigns. (8)
- a)
[OR] Evaluate the common ethical issues associated with products, pricing, promotion and placement within the marketing mix. (8)
b)

11/28/2020

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