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**PRESIDENCY UNIVERSITY, BENGALURU  
SCHOOL OF MANAGEMENT**

Max Marks: 100

Max Time: 180 Mins

Weightage: 40 %

**ENDTERM FINAL EXAMINATION**

I Semester AY 2017-18 Course: **MKT 303: Integrated Marketing Communications** 14 December 2017

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**Instructions:**

- i. Write legibly
  - ii. Draw diagrams for required questions.
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**Part A**

Answer the following questions

(10 Q x 2 M= 20 Marks)

1. What is a sales promotion?
2. What is direct marketing?
3. What is personal selling?
4. What are the two central determinants of advertising?
5. What is OOH? Give one example.
6. What is promotional product marketing?
7. What is branded entertainment?
8. Give two examples of pretest methods.
9. Give two examples of posttest methods.
10. What is an advertising agency?

**Part B**

Answer the following questions

(8 Q x 5 M= 40 Marks)

11. Explain any five types of consumer oriented sales promotion.
12. Explain two direct marketing strategies with examples.
13. Explain how public relations is different from publicity?

14. What are the primary services of advertising agency?
15. What are the advantages and disadvantages of television media?
16. What are the advantages and disadvantages of advertising agency?
17. What are the 'for' and 'against' arguments for measuring IMC effectiveness?
18. Write a short note on social and legal aspects of advertising

### **Part C**

(2 Q x 20 M= 40 Marks)

19. There are set of nine principles called 'PACT' to measure advertising effectiveness. What is the meaning of PACT? Explain how to evaluate the nine principles to measure advertising effectiveness by taking any FMCG product as an example. [20 M]
  
20. Assume you are going to start a startup online travel company (like makemytrip inc).According to an article there are six tips on how to build your startup's brand from the scratch. Six tips are as follows.
  - i. Identify your target market
  - ii. Learn your competitors' brand
  - iii. Separate your unique differentiators.
  - iv. Define your brand as a 'person' rather than as a 'logo' or 'written voice'
  - v. Apply your brand personality to multiple areas (tangible and practical areas of marketing strategy)
  - vi. Get help (outside help in fleshing out your vision).

Explain how you apply the above six tips to brand your online travel company? [20 M]



**PRESIDENCY UNIVERSITY, BENGALURU  
SCHOOL OF MANAGEMENT**

Max Marks: 60

Max Time: 120 Mins

Weightage: 20 %

**2016 MBA III Semester  
MID TERM EXAMINATION**

I Semester AY 2017-18

Course: **MKT 303 Integrated Marketing Communications**

06 OCT 2017

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**Instructions:**

- i. Write legibly
  - ii. Draw graphs/diagrams if necessary
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**Part A**

(5Q x 2M= 10 Marks)

1. What is promotional mix?
2. What are the two tools of 'paid' and 'personal' promotion?
3. What is AIDA model?
4. What is DAGMAR?
5. According to Marginal Analysis what is the relationship between P, A and Mf(A)

**Part B**

(6 Q x 5M= 30 Marks)

6. Explain advertising response function using a graph.
7. Explain any two top down budgeting methods.
8. Explain communications effects pyramid.
9. Explain the cognitive, affective & behavioral stages for 'Information Processing Model'?
10. What is the role of IMC in branding?
11. What are the reasons for growing importance of IMC?

**Part C**

(1Q x 20M= 20 Marks)

12. a. Discuss the role of IMC in the marketing program of automobile manufacturers such as Volkswagen?  
10 M
- b. How can Volkswagen use the various IMC tools to achieve its objectives of building its brand image and increasing sales in the Indian market?  
10 M