

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, December 2020

Course: Integrated Marketing Communication
Program: BBA Core Mktg
Course Code: Mktg 3008

Semester: V
Time 03 hrs.
Max. Marks: 100

SECTION A

- 1. Each Question will carry 5 Marks(30)**
- 2. Instruction: Complete the statement / Select the correct answer(s)**

S. No.	Question	CO
Q 1	The First step in IMC planning process is _____. a)the situation analysis b)Budget determination c) a review of the marketing plan d)Communication objectives	CO1
Q2	The Second stage of IMC planning process is the _____. a)Mission Statement b)development of marketing Job descriptions c)promotional analysis d)advertising plan	CO1
Q3	_____ needs high promotion &high price a)rapid skimming b)slow skimming c)rapid penetration d)slow penetration	CO1
Q4	Advertising is intended to _____ &_____. a)persuade &inform b)awareness &inform c)persuade &awareness d)inform &creativity	CO2
Q5	The Marketing Communication mix consists of six modes of Communication.Which of the following is NOT one of these modes. a)Personal selling b) Direct Marketing c)Sales promotion d)Packaging	CO2
Q6	Factors to be considered while setting the Budget for Promotion a)PLC &Market Share b)product type & advertising agency c)market share &purchasing power d)Share price &Company Image	CO2

SECTION B

1)Each question will carry 10 marks(50)

2)Instruction: Write short / brief notes

Q 1	Compare and contrast the terms promotion and marketing communications, and list the primary tools of marketing communications.	CO2
Q 2	Describe the basic philosophy underlying integrated marketing communications (IMC), and discuss reasons why firms have not practiced IMC all along and why there is a reluctance to change	CO2
Q 3	What is meant by encoding and decoding? Discuss how these two processes differ for radio versus television commercials.	CO2
Q 4	Discuss how a company introducing an innovative new product might use the innovation adoption model in planning its integrated marketing communications program.	CO3
Q 5	Assume that you are the marketing communications manager for a brand of paper towels. Discuss how the low involvement hierarchy could be of value in developing and advertising and promotion strategy for this brand.	CO3

Section C

- 1. Each Question carries 20 Marks.**
- 2. Instruction: Write long answer.**

Q12	a)Those responsible for most of the advertising and promotion decisions for consumer products are brand managers (client side) and account executives (agency side). These individuals are usually well paid, well-educated marketing professionals living in urban areas. Consider the typical consumer for a brand such as Budweiser Beer or Old Spice after- shave. What problems could these differences present in developing an IMC program for these brands? How might these problems be overcome? b) Debra is the brand manager for Tide laundry detergent, marketed by Procter & Gamble, and she is making the brand-level fundamental decisions in the marcom decision process. Discuss what she will be considering.	CO4
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