

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination – May 2021

Program: BBA (CORE) Mktg. Splz.
Subject/Course: Integrated Marketed Communication
Course Code: MKTG 3008

Semester: IV
Max. Marks: 100
Duration: 3 Hours

Instructions:

1. The student must write his/her name and enrolment no. in the space designated above.
2. Section A: **Type the Answer** question type. Students while answering will be shown a **text box** to type their answers
3. Section B & C: **Scan and Upload** question type. students are expected to write on a **plain white A4 answer sheets** and upload the snapshot of the answer
4. **STUDENTS ARE REQUIRED TO MENTION THEIR NAME, ROLL NO & PROGRAM ON EACH SHEET**
5. Students are expected to **mention correct question numbers** while answering them on Plain white A4 Answer She

SECTION A

1. Each Question will carry 5 Marks
2. Instruction: Complete the statement / True or False.

S.No	Question	CO
Q 1.	_____ focus on the consumer's practical, functional, or utilitarian need for the product or service and emphasize features of a product or service and/or the benefits or reasons for owing or using a particular brand. a) Advertising. b) Informational/rational Appeal c) Public relations. d) Feature Appeal e) Emotional appeal f) B & C	CO1
Q 2.	The written _____ specifies the basic elements of the creative strategy. Different agencies may call this document a creative platform or work plan, creative blueprint, or creative contract. a)Care lines b)Direct mail c)Inserts d)Creative brief e)All of the above	CO1
Q 3.	This is the planned and deliberate use of brands within films, television and other entertainment vehicles with a view to developing awareness and brand values. a) Product placement b) Film branding	CO1

	c) Product films d) Film value e) Both A & B	
Q 4.	_____refers to the generation of news about a person, product, or service that appears in broadcast or print media. a) Advertising & promotion b) Media Content Analysis c) Direct Marketing d) Publicity e) None of the above f) All of the above	CO1
Q 5.	How often should a marketing plan be revisited? a) Never, once written it is complete b) As often as needed in order to revisit the plan of action and revise any new actions c) At company board meetings d) During the financial review of the company each month	CO1
Q 6.	_____ are those where the advertisement extends all the way to the end of the page, with no margin of white space around the ad. A. Readership B. Creative Flexibility C. Gatefolds D. Bleed Pages E. None of the above	CO1
SECTION B 1. Each question will carry 10 marks 2. Instruction: Write short / brief notes		
Q7.	What do you understand by engagement (in media terms)? Explain the relevance of engagement to media planners.	CO2
Q8.	Write short notes on: a) Support Media b) Direct Marketing <i>Or</i> International Advertising	CO2
Q9.	Recently there has been an increase in the showing of commercials before movies. Discuss some of the advantages and disadvantages of this practice, and some of the reasons there has been an increase in the use of this medium.	CO3
Q10.	Discuss the role that integrated marketing communication plays in creating a brand image? How do media contribute to the development of these images?	CO3

Q11.	The growth of Facebook has had a major impact on the way advertisers attempt to reach their customers. Discuss how Facebook has changed the media environment, citing examples.	CO3
<p>SECTION C</p> <p>1. This section carries 20 Marks.</p> <p>2. Instruction: Write long answer.</p>		
Q12.	<p>Discuss the various challenges faced by companies that use the brand management system when organizing for advertising and promotion. What are some of the things that marketers can do to address these problems and ensure that their brand managers are keeping abreast of external changes occurring in the market?</p> <p style="text-align: center;">OR</p> <p>Assume that you have been hired as an account planner by an advertising agency and assigned to work on the advertising campaign for a new brand of bottled water. Describe the various types of general and product-specific preplanning input you might provide to the creative team.</p>	CO4