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14MBAMM408

Fourth Semester MBA Degree Examination, June/July 2017
Integrated Marketing Communication

Time: 3 hrs.

Max. Marks:100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What is meant by promotion? Mention the important promotion mix element. (03 Marks)
- 2 What do you mean by clutter? (03 Marks)
- 3 What is direct Marketing? (03 Marks)
- 4 What is creative Boutique? (03 Marks)
- 5 What is BDI and CDI? (03 Marks)
- 6 Differentiate between push and pull strategy. (03 Marks)
- 7 What is out-of-home advertising? (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Differentiate between publicity and public relations. (07 Marks)
- 2 Discuss the advantages and disadvantages of different media. (07 Marks)
- 3 Elaborate with a neat diagram the process of developing the media plan. (07 Marks)
- 4 Elucidate the factors influencing the international advertising environment. (07 Marks)
- 5 What is internet advertising? Describe the advantages and disadvantages of internet advertising. (07 Marks)
- 6 What is advertisement? Explain the different characteristics of advertisement. (07 Marks)
- 7 Explain various criteria used for selecting and evaluating an AD agency. (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What is DAGMAR? Explain how marketers use DAGMAR in establishing objectives. What are the problems associated with the DAGMAR approach? (10 Marks)
- 2 What is the importance of measuring effectiveness of advertisement creativity? Explain briefly the tests for checking advertisement effectiveness. (10 Marks)
- 3 Explain the various source and message factors used in influencing target audience. (10 Marks)

Integrated Marketing Communication Exam Paper

Robyn Blakeman



Integrated Marketing Communication Exam Paper:

Integrated Marketing Communication Christina L. McDowell Marinchak, Jeanne M. Persuit, 2016-09-22 Integrated Marketing Communication IMC is a holistic approach to the areas of advertising public relations branding promotions event and experiential marketing and related fields of strategic communication Integrated Marketing Communication Creating Spaces for Engagement explores how IMC can open up spaces for engagement in our classrooms and our communities The breadth of the contributors is in the spirit of IMC examining public and private sector organizations that offer products and services while relying on various methodologies and theoretical approaches with particular emphasis on rhetoric philosophy of communication qualitative research and historical perspectives in IMC Moreover each chapter considers IMC from a different communicative perspective including strategic communication philosophy of communication rhetorical theory health communication crisis and risk communication communication theory and mass communication

Integrated Marketing Communication Jerome M. Juska, 2017-10-02 This book is an up to date resource that shows students how to achieve their marketing objectives through a campaign that coordinates marketing advertising and promotion It provides essential information about planning implementing and assessing a comprehensive marketing plan to help students appreciate integrated marketing communications as a business strategy The author describes the processes and considerations needed to appeal to consumers identifying how geographic segmentation timing competitive environments and cost contribute to planning He considers the integration of digital technology such as social media platforms and mobile apps and how these can be used for advertising sales promotion and public relations The book's concise easy to read explanation of marketing components and their interconnected relationships is solidified by a series of visual summaries as well as examples and useful demonstrations Students are given the opportunity to prepare their own integrated marketing communication plan based on consumer product and market research along with original creative materials and media spreadsheets Students of marketing communication advertising and promotion and digital marketing will love this book's abbreviated but thorough format An interactive companion website rounds out a stellar set of features that encourage quick understanding participation and utilization of IMC concepts

Integrated Marketing Communication Robyn Blakeman, 2014-07-10 Now in its second edition this comprehensive text offers a classroom tested step by step approach to the creative processes and strategies for effective IMC It also details changes in traditional advertising and marketing principles Blakeman covers key areas from marketing plans branding positioning and creative briefs to copywriting design and considerations for each major media format Throughout she explores visual and verbal tactics along with the use of business theory and practices and how these affect the development of the creative message This user friendly introduction walks students through the varied strands of IMC including advertising PR direct marketing and sales promotion in a concise and logical fashion Several new chapters address the latest additions to the mix Internet social mobile and alternative media

plus guerrilla marketing The text builds students skills in developing a creative idea employing the correct message and placing it appropriately and will continue to serve as a handy reference to using the most effective communications approaches throughout their careers

Integrated Marketing Communications Edwina Luck,Nigel Barker,Anne-Marie Sassenberg,Bill Chitty,Terence A. Shimp,J. Craig Andrews,2020-11-12 Organisations use integrated marketing communications to help achieve a competitive advantage and meet their marketing objectives This 6th edition of Integrated Marketing Communications emphasises digital and interactive marketing the most dynamic and crucial components to a successful IMC campaign today Incorporating the most up to date theories and practice this text clearly explains and demonstrates how to best select and coordinate all of a brand s marketing communications elements to effectively engage the target market Conceptual framework models demonstrate the integration of theory and practice to help students to better understand the whole IMC process and concept connections Chapters adopt an integrative approach to examine marketing communications from both a consumer s and marketer s perspective Premium online teaching and learning tools are available on the MindTap platform Learn more about the online tools cengage.com/au/mindtap

Integrated Marketing Communication Jerry Kliatchko,2019-10-29 This volume represents a valuable resource for students academics teachers and researchers and practitioners in the field of integrated marketing communication IMC It provides a foundation detailing the principles tenets and practices of IMC before presenting a step by step process of preparing and executing the process for any given brand

Social Media and Integrated Marketing Communication Jeanne M. Persuit,2013-07-18 Social Media and Integrated Marketing Communication A Rhetorical Approach explores social media in the areas of corporate identity brand narratives and crisis response from a rhetorical perspective Key ideas in this text are social media as epideictic rhetoric the rhetorical setting that deals with the present and matters of virtue and education and how rhetorical decorum a component of Cicero s third Canon of Style can guide organizations and their audiences toward more ethical and effective integrated marketing communication IMC This strategy emphasizes changing behavior not just attitudes Because social media leaves traces of communication that may be with us for the foreseeable future Social Media and Integrated Marketing Communication frames the conversation about social media and IMC to move away from a risk reward or a return on investment orientation and toward a focus on social media as communicative action that is attentive to this historical moment to organizations and their audiences and to communication ethics Through this Persuit asks how organizations can engage in decorum in their online IMC efforts while at the same time considering how their audiences can engage in decorum as well Neither romanticizing nor demonizing the areas of social media and IMC instead this text offers a pragmatic understanding of these areas that finds a place in the theory of the communication discipline

The Bare Bones Introduction to Integrated Marketing Communication Robyn Blakeman,2009 This small inexpensive text is an in depth yet simply stated discussion on the business and structure of integrated marketing communication IMC The book focuses exclusively on

introductory issues concerning integrated marketing communication as both a communication device and as a profession

FCS Marketing Communication L3 Karien Gerber, 2008

The Evolution of Integrated Marketing Communications

Don Schultz, Charles Patti, Philip Kitchen, 2013-12-16 This book reviews updates and enhances the basic concepts surrounding the academic theory and practice of Integrated Marketing Communication IMC Since the introduction of IMC in the late 1980s the concept has spread around the world In that expansion many authors have written about IMC practitioners have adopted and adapted the concept to fit their own market situations Further dramatic changes have occurred in the technologies used in marketing communications which consumers have accepted and employed in their consumption of marketers messages and incentives Thus there have been dramatic changes in how IMC was initially envisioned and how it has developed over time This book identifies and discusses these changes how they have occurred and what they mean going forward for all types of marketers around the world Thus IMC and indeed integration of communications at all organisational levels is an essential in the 21st century organisations This book was published as a special issue of the Journal of Marketing Communications

Strategic Integrated Marketing Communications Larry Percy, 2018-04-24 The key to effective integrated marketing communication is planning and that is what this book is all about It provides a disciplined systematic look at what is necessary to the planning and implementation of an effective IMC programme Throughout attention is paid to balancing theory with practical application how to successfully implement theory for effective communication Step by step knowledge and understanding builds through the book starting by laying a foundation to provide context looking at the role of IMC in building brands and strengthening companies The book then looks at what goes into developing and executing effective messages and how to ensure that they are consistent and consistently delivered regardless of media Everything is then pulled together providing a detailed practical overview of the strategic planning process what goes into it and how it is implemented Numerous examples and cases are included along with desktop tools and worksheets for developing and implementing an IMC plan Thoroughly updated with special attention throughout to the increasing importance of digital media in marketing communication new to this edition are the introduction of a general model of positioning and the important relationship between positioning and brand awareness and brand attitude strategy a look at the role of the preconscious in message processing a much expanded look at media and media planning concepts an expanded and more detailed section on digital media a section on content marketing

Integrated Marketing Communications with Online Study Tools 12 Months Bill Chitty, William Chitty, Edwina Luck, Nigel Barker, Anne-Marie Sassenberg, Terence A. Shimp, J. Craig Andrews, 2017-11-16

Organisations continually use integrated marketing communications to achieve a competitive advantage and meet their marketing objectives This 5th edition of Integrated Marketing Communications emphasises digital and interactive marketing the most dynamic and crucial components to a successful IMC campaign today Incorporating the most up to date theories and practice this text clearly explains and demonstrates how to best select and co ordinate all of a brand s marketing

communications elements to effectively engage the target market Chapters adopt an integrative approach to examine marketing communications from both a consumer s and marketer s perspective With a new chapter on digital and social marketing addressing the development of interactive media in IMC and new IMC profiles featuring Australian marketer s along with a wide range of local and global examples including Spotify Pandora Snapchat Palace Cinemas Woolworths KFC Old Spice Telstra Colgate and QANTAS this text has never been so relevant for students studying IMC today Unique to the text is a series of new student and instructor IMC videos showing students how key objectives in IMC theory are applied by real businesses

Marketing Communications Management Paul Copley,2007-03-30 Marketing Communications Management concepts and theories cases and practice makes critical reflections on the prime issues in integrated marketing communications and is designed to encourage the reader to stop and think about key issues The author takes a managerial approach to the subject and provides a set of frameworks that facilitate both learning and teaching A wide range of pedagogical features is included such as sample exam questions stop points vignettes and case studies and a summary of key points concludes each chapter Most organizations need some form of marketing or corporate communications and this text is designed to service both practitioners and students undertaking formal study The author addresses strategic and critical issues that dovetail with the current interest in marketing communications as reflected in the media with particular emphasis given to advertising and sponsorship

Strategic Integrated Marketing Communication Larry Percy,2008 Integrated Marketing Communications is planning in a systematic way to determine the most effective and consistent message for appropriate target audiences This comprehensive new textbook deals with all aspects of Integrated Marketing Communication from a strategic perspective

A Reader in Marketing Communications Philip Kitchen,Patrick de Pelsmacker,Lynne Eagle,Don E. Schultz,2020-08-26 Combining seminal papers on marketing communications with incisive commentary and overviews from the editors case studies and student question and answer sections this text provides a uniquely global perspective on this topical subject It can be used as a supplement to textbooks on marketing communications or as an excellent stand alone text to give greater instruction and insight into key elements of the twenty first century promotional mix Providing a one stop reference for all those studying marketing communications this reader tackles the subject from an international perspective Each chapter is introduced by one of the four editors each editor being from a different core geographic area the USA the Pacific Rim mainland Europe and the UK At the end of each paper questions are posed to test the student readers Academically rigorous this essential book contributed to by recognized experts will be a valuable reference for undergraduates and graduates of marketing communications business and management

Customer Communications 2006-2007 Maggie Jones,2006 Elsevier Butterworth Heinemann s 2006 2007 CIM Coursebook series offers you the complete package for exam success Comprising fully updated Coursebook texts that are revised annually and free online access to the MarketingOnline learning interface it offers everything you need to study for your CIM qualification

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CIM Coursebook 06/07 Customer Communications Maggie Jones,2012-11-12 Elsevier Butterworth Heinemann s 2006 2007 CIM Coursebook series offers you the complete package for exam success Comprising fully updated Coursebook texts that are revised annually and free online access to the MarketingOnline learning interface it offers everything you need to study for your CIM qualification Carefully structured to link directly to the CIM syllabus this Coursebook is user friendly interactive and relevant Each Coursebook is accompanied by access to MARKETINGONLINE www.marketingonline.co.uk a unique online learning resource designed specifically for CIM students where you can Annotate customise and create personally tailored notes using the electronic version of the Coursebook Search the Coursebook online for easy access to definitions and key concepts Access the glossary for a comprehensive list of marketing terms and their meanings

Integrated Marketing Communications in Risk and Crisis Contexts Robert S. Littlefield,Deanna D. Sellnow,Timothy L. Sellnow,2021-03-09 Integrated Marketing Communications in Risk and Crisis Contexts is part of the Lexington Books Integrated Marketing Communication IMC series The authors present a culture centered model for examining risk and crisis communication within the context of IMC to provide a more robust understanding of myriad cultural variables affecting the perception of risk and crisis messages and the means by which these messages are processed by different publics particularly multicultural and international groups While the conceptualization of what constitutes IMC has been broad from the perspective of risk and crisis communication the focus is quite specific All communication and messages created and disseminated in a risk or crisis situation must be carefully created and strategically presented if the intended outcomes associated with the publics responses are to be realized by the sender of the messages

Corporate Communication and Integrated Marketing Communication Christina L. McDowell Marinchak,Sarah M. DeJuliis,2023-06-05 In this book Christina L McDowell Marinchak and Sarah M DeJuliis explore ways to unite corporate communication and integrated marketing communication IMC by better understanding the human communication relationships people have with companies and brands in a technological age Specifically the authors analyze the historical development of corporate communication and IMC the importance of

rhetorically engaging audiences ethically and the relationship between organizational culture and corporate communication and IMC practices Drawing on a wide array of popular culture and industry examples McDowell Marinchak and DeJuliis provide a practical approach and argument for bringing together corporate communication and IMC to better understand audience in business practices In an age where the connection between consumption and identity are further compounded by communication technologies this approach offers an ethical and pragmatic way to reach audiences beyond stakeholders Scholars of communication public relations and business will find this book of particular interest Graduate Programs in the Humanities, Arts & Social Sciences 2014 (Grad 2) Peterson's,2013-11-22 Peterson s Graduate Programs in the Humanities Arts Social Sciences 2014 contains comprehensive profiles of more than 11 000 graduate programs in disciplines such as applied arts design area cultural studies art art history conflict resolution mediation peace studies criminology forensics language literature psychology counseling religious studies sociology anthropology archaeology and more Up to date data collected through Peterson s Annual Survey of Graduate and Professional Institutions provides valuable information on degree offerings professional accreditation jointly offered degrees part time and evening weekend programs postbaccalaureate distance degrees faculty students requirements expenses financial support faculty research and unit head and application contact information There are helpful links to in depth descriptions about a specific graduate program or department faculty members and their research and more There are also valuable articles on financial assistance the graduate admissions process advice for international and minority students and facts about accreditation with a current list of accrediting agencies *Marketing Communications* Lynne Eagle,Barbara Czarnecka,Stephan Dahl,Jenny Lloyd,2020-09-22 Marketing communication is a dynamic industry which continues to change and adapt to new technologies media consumption patterns and communication interfaces between marketers and their target markets At the same time the fundamental communication processes and well established theories and models are very much applicable in this dynamic environment This revised second edition blends the well established with the new and emerging aspects of marketing communications Marketing Communications applies a uniquely practical approach to the topic providing a structured overview of planning development implementation and evaluation of marketing communications alongside detailed case studies that demonstrate how the theory translates to practice Fully updated the new edition considers important developments in the global marketplace It includes new content on emerging digital media platforms changing media consumption patterns and consumers strategies to cope with information overload It also reflects upon consumer scepticism a growing phenomenon that communication specialists need to overcome when designing and implementing effective campaigns This new edition also considers the importance of marketing communications tools in not for profit sectors such as social marketing and political marketing as well as the cross cultural aspect of marketing communications This textbook is essential reading for both students and professionals in marketing communications and public relations Online resources

include an extensive instructors guide which provides answer checklists to all Think boxes Ethical issues and end of chapter cases within the book The text is also supported by PowerPoint slides and test banks for all chapters and major cases

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