

D 54208

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Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2024

(CUCSS)

M.B.A.

BUS 3EM 03—MARKETING COMMUNICATION MANAGEMENT

(2016 Scheme)

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer all questions.**Each question carries 1 weightage.*

1. Define sales promotion.
2. Define advertising agencies.
3. What is Sales Campaign ?
4. What is free trial as a sales promotion technique ?
5. What is online sales promotion ?
6. What is sales promotion budgeting ?

(6 × 1 = 6 weightage)

Part B*Answer any four questions.**Each question carries 3 weightage.*

7. List out the importance of integrated marketing communication.
8. What are the advantages of marketing communication to the advertising agencies ?
9. Enumerate the factors to be taken care of while designing an Advertisement Copy.
10. Discuss the scope of personal selling.
11. What are the economic implications of advertising ?
12. Which media are best for demonstration type ads discuss.

(4 × 3 = 12 weightage)

Turn over

Part C

*Answer any **three** questions.
Each question carries 4 weightage.*

13. Discuss the need and objectives of sales promotion.
14. Explain two step flow of communication.
15. Who is Public relation officer ? What are his roles and functions ?
16. Explain the methods of publicity.
17. Discuss the important factors considered in building advertising programme.

(3 × 4 = 12 weightage)

Part D

*Answer the **Compulsory** questions.
Each questions carries 3 weightage.*

18. A large FMCG giant wants to enter the beverage business by offering healthy cold-pressed juices. It has named its juices as 'FreshStart'.

Philosophy behind FreshStart : The company believes that blending or grinding juice creates heat and introduces oxygen into juice, denaturing fruits and vegetables. Therefore, they selected cold pressed as their healthier manufacturing practice. As they are committed to give the best to society, they avoid harmful practice which can be commercially beneficial but not at all healthy. Thus, they strictly follow this "NO" policy. Added Sugar, Preservative, Color and Flavor are not healthy options to add into food like juice. They also believe that pasteurization kills almost all naturally available nutrition.

Why Cold-pressed juices :

Maximum nutrition : Blending or grinding juice creates heat and introduces oxygen into juice, denaturing fruits and vegetables. A hydraulic press juicer extracts nectar directly from the pulp, allowing you to enjoy the most concentrated amount of vital nutrients and enzymes.

Faster absorption : The elimination of fibrous pulp reduces the body work to digest nutrients. These nutrients will then pass through the stomach into the digestive track where they are absorbed quickly.

Super fresh : True cold-pressed juice is never processed or pasteurized. The company produces every day, providing consumers the freshest juice possible. Their juice is best enjoyed within three days of pressing to ensure maximum nutrition.

- (a) Identify the segment which can be targeted for FreshStart and justify your answer.
- (b) Create a print advertisement for the segment which you have identified.

(2 × 3 = 6 weightage)