

D 51908

(Pages : 2)

Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2018

(CUCSS)

M.B.A.

Specialisation : Marketing

BUS 3EM 03—MARKETING COMMUNICATION MANAGEMENT

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. Define Advertising.
2. Who is a Consumer ?
3. Define sales promotion.
4. What do you mean by publicity ?
5. What is Price Deal ?
6. What is integrated marketing communication ?

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

7. What are the different types of publicity ?
8. What are the advantages of personal selling ?
9. What is Cognitive Dissonance in Marketing ?
10. What are the functions of advertising agencies ?
11. What are the ethical issues in advertising ?
12. Describe the various objectives with which an advertisement should be made.

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any three questions.

Each question carries 4 weightage.

13. Define Marketing Communication. Explain the objectives and process of marketing communication.
14. Identify and discuss the advantages and disadvantages of television as an advertising medium.
15. Who is a public relation officer and explain the role and functions of public relation officer ?
16. Explain the factors that should be taken into account while planning advertising campaign.
17. Why companies need to adopt multichannel marketing communication ? Justify.

(3 × 4 = 12 weightage)

Part D

Compulsory case carries 6 weightage.

18. M/s ABC is a marketing organization selling mobile phones with latest technology. The brand is well established in the market and the demand is consistent. Company has good presence in northern and western part of India with established distributor network and there is also the presence of various unauthorized retail outlets both in urban and rural areas who are selling its products well.

M/s ABC is one of the old players in this trade. Due to increase in Competition because of various new entrants the company is facing the pressure of continuous upgradation in technology as well as bringing modified and new phones with new features at regular intervals. At this point of time it is realizing that in spite of being an old and established player in the market it still has to focus and spend a lot on marketing.

Mr. Anil is the Brand manager of the company and has been given the two fold task of refocusing on Brand image and Brand loyalty as well as further establishing its ground at vacant regions of India where it has no or minimum presence.

Case Question :

Work out a marketing communication strategy for Mr. Anil on Brand image and Brand loyalty .
How Advertising and Promotion can help in drawing a successful strategy ?

(1 × 6 = 6 weightage)