

C 32788

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Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2017

(CUCSS)

Marketing

BUS 3E M03—MARKETING COMMUNICATION MANAGEMENT

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. Explain the concept of source credibility.
2. What are the main types of appeal that are used by advertisers ?
3. Explain in brief about the elements needed to create promotional messages.
4. List three main sales promotion methods.
5. Differentiate corporate public relations and marketing public relations.
6. Name four types of sponsorship.

(6 × 1 = 6 weightage)

Part B

Answer any four questions.

Each question carries 3 weightage.

7. How do opinion leaders differ from opinion formers and opinion followers ?
8. Write a short description of cognitive theory. How does it differ from behaviourism ?
9. Attitudes are believed to comprise three elements. Explain.
10. Why is positioning an important part of marketing communications ?
11. Suggest three reasons why the setting of promotional objectives is important.
12. Explain advertising's role in the development of brands.

(4 × 3 = 12 weightage)

Turn over

Part C

Answer any three questions.

Each question carries 4 weightage.

13. Explain how marketing communications support the marketing and business strategies of the organisation.
14. Write a brief description of each element of the marketing communications mix.
15. How do each of the elements compare across the following criteria : control, communication effectiveness and cost ?
16. How does direct marketing differ from the other elements of the mix ?
17. Why is word-of-mouth communication so important to marketing communications ?

(3 × 4 = 12 weightage)

Part D

Answer the compulsory questions.

The question carries 6 weightage.

Case Analysis

18. A new marketing communications manager has been appointed to market a treadmill that is designed to exercise overweight dogs. The 'Fit Best Friend' dog exercise machine is aimed at dog owners who are too idle or too busy to give their dog a decent walk. It is also thought likely to appeal to veterinary surgeons, who might use the treadmill in treatment courses for obese dogs.
 1. Describe the challenges facing the newly appointed marketing manager in developing suitable marketing communications programmes for the suggested markets for the 'Fit Best Friend' treadmill.
 2. What promotional tools do you suggest be used to reach the stated target markets ?
 3. What would you suggest be included in the promotions mix for manufacturers of the following :
 - (a) Chewing gum.
 - (b) Video camera.
 - (c) Life insurance.
 - (d) Car batteries.

(1 × 6 = 6 weightage)