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Name.......................................

Reg. No...................................

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

M.B.A.

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. What do you mean by publicity ?

2. Define Advertising.

3. Define communication.

4. Who is a consumer ?

5. What is meant by Personal selling ?

6. What is Integrated marketing communication ?

(6 × 1 = 6 weightage)

Part B

Answer any **four** *questions.*

Each question carries 3 weightage.

7. Explain the advantage of marketing communication to the producer and consumer.

8. What are the different types of publicity ?

9. Explain the theory of cognitive dissonance.

10. What are the functions of advertising agencies ?

11. What are the ethical issues in advertising ?

12. Explain how can you measure impact of sales promotion.

(4 × 3 = 12 weightage)

Turn over

Part C

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

13. Define Personal selling. Explain the characteristics and advantages of Personal Selling ?

14. Define marketing communication. Explain the objectives and process of marketing communication.

15. Who is a public relation officer and explain the role and functions of public relation officer ?

16. What is creativity in advertising ? Briefly explain the various creative associations you are familiar with. Illustrate with suitable examples.

17. Describe the role played by the media in advertising.

(3 × 4 = 12 weightage)

Part D

Compulsory case carries 6 weightage.

18 'Zikea' is an home furnishing specialist company from Sweden. Zaikea has a plans to enter the Indian furniture market in a phased manner and wishes to launch its services initially in all the metropolitan cities in India. As an advertising and marketing consultant retained by the company, you have been assigned the responsibility of designing a suitable marketing communication programme for announcing the launch of the services and its operations along with the added benefits that the company would be offering in pursuit of making a dent in the Indian market.

Questions :

(a) Prepare a detailed marketing communication programme for its entry strategy.

(b) Design and develop a suitable advertising campaign for print medium by clearly specifying the creative as well as strategic considerations that you wish to propose.

(c) How would you measure the advertising effectiveness of the above campaign ? Discuss.

(1 × 6 = 6 weightage)