

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**End Semester Examination – December 2021**

**Program: BBA- DM & Core (Mktg. Splz.)**  
**Subject/Course: Integrated Marketing Communication**  
**Course Code: MKTG 2036**

**Semester: III**  
**Max. Marks: 100**  
**Duration: 3 Hours**

**Instructions:**

1. The student must write his/her name and enrolment no. in the space designated above.

**SECTION A**

1. Each Question will carry 2 Marks
2. Instruction: Complete the statement / True or False.

S.No	Question	Marks	CO
Q 1.	In reality marketing communications planning activities occur: in parallel a) sequentially b) in rough order c) randomly d) none of the above	2 Marks	CO1
Q 2.	Although the content and quality can be controlled as direct mail, response rates of this medium are lower because of the lack of a personal address mechanism. This media format is known as: a) Care lines b) Direct mail c) Inserts d) Door to door e) All of the above	2 Marks	CO1
Q 3.	_____ are those where the advertisement extends all the way to the end of the page, with no margin of white space around the ad. A. Readership B. Creative Flexibility C. Gatefolds D. Bleed Pages E. None of the above	2 Marks	CO1
Q 4.	POEM reflects the increasing scope of contemporary media and the range of media opportunities to engage audiences. What does POEM stand for? A. paid-for, owned, and earned media B. paid-for, owned, and engaged media	2 Marks	CO1

	C. planned, outset, and earned media D. planned, outset, and engaged media E. None of the above		
<b>Q 5.</b>	How often should a marketing plan be revisited? a) Never, once written it is complete b) As often as needed in order to revisit the plan of action and revise any new actions c) At company board meetings d) During the financial review of the company each month	<b>2 Marks</b>	CO1
<b>Q 6.</b>	_____ focus on the consumer's practical, functional, or utilitarian need for the product or service and emphasize features of a product or service and/or the benefits or reasons for owing or using a particular brand. a) Advertising. b) Informational/rational Appeal c) Public relations. d) Feature Appeal e) Emotional appeal f) B & C	<b>2 Marks</b>	CO1
<b>Q.7</b>	In the process of communication after the sender sends the message the second step is one of the following steps: a) Decoding b) Encoding c) Feedback d) Complaints	<b>2 Marks</b>	CO1
<b>Q.8</b>	MCPF stands for: a) Marketing communications planning framework b) Message coherence and planning formularies c) Marketing channel for product fulfilment d) Media committee for promotional formats e) None of the above	<b>2 Marks</b>	CO1
<b>Q.9</b>	The context analysis should be done: a) Early in the marketing communications planning process b) Late in the marketing communications planning process c) At all times in the marketing communications planning process d) None of the above e) All of the above	<b>2 Marks</b>	CO1
<b>Q.10</b>	The _____ is a written document that describes the overall marketing strategy and programs developed for an organization, product line, or brand. a) Promotional plan. b) Marketing plan c) Communications plan. d) Marketing audit. e) None of the above	<b>2 Marks</b>	CO1

**SECTION B**

- 1. Each question will carry 5 marks (4\*5).**
- 2. Instruction: Write short / brief notes**

<b>Q11</b>	Who are the various participants in the integrated marketing communication process?	<b>5 Marks</b>	<b>CO2</b>
<b>Q12</b>	Write short notes on: a) Support Media b) Advertising Regulation <i>Or</i> Global Advertising	<b>5 Marks</b>	<b>CO2</b>
<b>Q13</b>	State five distinct impacts of digital on Integrated Marketing Communication.	<b>5 Marks</b>	<b>CO2</b>
<b>Q14</b>	Discuss briefly the problems & challenges international marketers face in developing media strategies for foreign markets.	<b>5 Marks</b>	<b>CO2</b>

### SECTION C

- 1. This section carries 30 Marks (10\*3).**  
**2. Instruction: Write long answer.**

<b>Q 15</b>	Why is understanding consumer behavior of such importance to marketers? Give examples of how marketers apply their understanding of consumer behavior to their marketing strategies.	<b>10 Marks</b>	<b>CO 3</b>
<b>Q 16</b>	The growth of Facebook has had a major impact on the way advertisers attempt to reach their customers. Discuss how Facebook has changed the media environment, citing examples.	<b>10 Marks</b>	<b>CO 3</b>
<b>Q 17</b>	Discuss how marketers are using various techniques to generate word-of-mouth discussion and abuzz for their brands. Discuss the pros and cons of these techniques.  <i>Or</i>  How did the Integrated Marketing Communications (IMC) concept emerge? What trends and changes have resulted in the adoption of integrated marketing communication?	<b>10 Marks</b>	<b>CO 3</b>

### Section D

- This section carries 30 Marks (15\*2).**

<b>Q 18</b>	Do you agree with critics who argue that many of the younger people who work in the creative departments of advertising agencies cannot develop ads that connect with older consumers because of the age gap? Do you think advertisers ignore older consumers? Evaluate both sides of this arguments.	<b>15 Marks</b>	<b>CO4</b>
<b>Q 19</b>	Traditional out-of-home advertising such as billboards, transit etc. have recently experienced growth in years when other media forms have seen their business decline.		

<p>Why is this so? Give examples as when outdoor may be more attractive to advertisers than other media.</p> <p style="text-align: center;"><i>Or</i></p> <p>Direct marketers are very good at determining the effectiveness of their programs. Many direct marketers now measure the impact of the program on the consumer funnel. Explain how direct marketers measure effectiveness, and how they now use the consumer funnel for this purpose.</p>	<p><b>15</b> <b>Marks</b></p>	<p><b>CO4</b></p>
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