

D 12356

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Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, JANUARY 2022**

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 communication
2. Define Advertising?
3. Who is a consumer?
4. What is meant by Personal selling?
5. Differentiate advertising and publicity.
6. What is Integrated marketing communication ?

(6 × 1 = 6 weightage)

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

7. What is the need and importance of MIC ?
8. What are the advantages of personal selling ?
9. Discuss various forms of sales promotion techniques
10. What are the functions of advertising agencies ?
11. Explain the Wilbur Schramm Model of communication?
12. What are the ethical issues in advertising ?

(4 × 3 = 12 weightage)

**Turn over**

**Part C**

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

13. Explain the social aspects of advertisement in detail
14. Define marketing communication. Explain the objectives and process of marketing communication.
15. Identify and discuss the advantages and disadvantages of television as an advertising medium.
16. Who is a public relation officer and explain the role and functions of public relation officer?
17. Describe the role played by the media in advertising.

(3 × 4 = 12 weightage)

**Part D**

**Compulsory case carries 6 weightage.**

A rapidly growing Indian Ayurved FMCG company with 'Nilanjali brand across all its product categories that stands for everything indigenous. The company now plans to foray into Apparels (Jeans) category which seems to be a non-core and unrelated diversification move made by the management.

The Indian clothing Industry is highly complex, diversified, and competitive in nature. These characteristics are much more visible in Jeans category where MNCs have a strong presence and dominance. The denim market in India was estimated to be worth 17,661 crores in 2015. Yet Indian brands are also visible and have presence both from the organized as well as unorganized players. The price for denim ranges from less than 500 for unbranded jeans to over 5,000 for high-end brands. The price point preference depends upon the demographics and economic background of the customer. The average selling price of jeans for masses is approximately in the 800-1,000 range.

The local jeans brands contribute to approximately 25 percent of the overall brand landscape, However, a lot of denim jeans business is taken care of in an unorganized manner through various selling and distribution channels.

18. Question : Propose an Integrated Marketing communication strategy for the new line of business.

(1 × 6 = 6 weightage)