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Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. [2016 SCHEME] DEGREE EXAMINATION,
JANUARY 2023**

(CUCSS)

MBA

BUS 3EM 03—MARKETING COMMUNICATION MANAGEMENT

Time : Three Hours.

Maximum : 36 Weightage

Part A

*Answer all the questions.
Each question carries 1 weightage.*

1. Advertising.
2. Scheduling.
3. Concept testing.
4. Advertisement reach.
5. Price deal.
6. Copy writing in Advertising.

(6 × 1 = 6 weightage)

Part B

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

7. Explain the process of making a successful advertising campaign.
8. Discuss the criteria for choosing a media type.
9. Discuss about different types of media used for marketing communications.
10. How could you measure the impact of advertisements ? Discuss.
11. How are sales affected by sales promotions.
12. Explain the role of advertising agencies for the preparation of a successful advertising campaign.

(4 × 3 =12 weightage)

Turn over

Part C

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

13. Elaborate the role and scope of sales promotion for the successful marketing of the product or service.
14. What is online advertising. What are the different formats of online advertisements, explain its strengths and weaknesses.
15. Explain the concept of integrated marketing promotion. Use necessary examples to support your argument.
16. How do you design a Print Media Advertising for a newly introduced soft drink ? Discuss.
17. Discuss the economic, social and legal implications of Advertisements.

(3 × 4 = 12 weightage)

Part D

*Answer the **compulsory** question.
The question carries 6 weightage*

18. Accenture is a Global Management Consulting, Technology Services and outsourcing company. After renaming itself in 2001, Accenture launched a highly successful rebranding campaign. The new name, derived from 'Accent on the future', was meant to reinforce its new positioning and reflected the organisation's further growth and broadened set of capabilities. In 2003, Accenture announced that it had entered into an agreement with the world's number one golfer, Tiger Woods. He agreed to represent the company as a symbol of its new high performance business strategy, and the line, 'Go on. Be a Tiger.' The campaign used pictures of Tiger Woods in golfing situations that demand optimum performance in competitive environments with a focus on winning. The campaign explained how Accenture helps its clients achieve superior economic performance. The campaign utilises the modern-day personification of high performance: Tiger Woods, the world's most iconic golfer. Following a successful three-year run with the 'Go on. Be a Tiger' campaign, Accenture embarked on a new global campaign based around the line 'We know what it takes to be a Tiger.' This campaign used television, print, outdoor and online advertising to direct audiences to Accenture's High Performance Business site, where the campaign continues with more in-depth educational and interactive components online. The new site includes case studies, podcasts and client success stories designed to substantiate the high performance claim.

Questions :

- 1 What communication-related risks do you believe Accenture perceived when they signed Tiger Woods in 2003 ?
- 2 If you ran a major consultancy, who would you choose to endorse your business, and why ?

(1 × 6 = 6 weightage)