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Name.....

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**THIRD SEMESTER M.B.A. DEGREE [2016 SCHEME] EXAMINATION  
JANUARY 2025**

M.B.A. (CUCSS)

BUS 3EM 03—MARKETING COMMUNICATION MANAGEMENT

Time : Three Hours

Maximum : 36 Weightage

**Part A***Answer all questions.**Each question carries 1 weightage.*

1. Define is personal selling ?
2. Define Integrated Marketing Communication (IMC).
3. What is Concept Testing in advertisement ?
4. What is public relations ?
5. What is media plan ?
6. What is social media marketing ?

(6 × 1 = 6 weightage)

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

7. What are the objectives of advertising ?
8. What are disadvantages of marketing communication for consumers ?
9. What are the main objectives of marketing communication ?
10. Explain marketing function in the context of advertising agency.
11. What are the key elements of running a successful sales promotion ?
12. Discuss the criteria for choosing a media type.

(4 × 3 = 12 weightage)

**Turn over**

**Part C**

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

13. What are 'Product-oriented' and 'Consumer-oriented' appeals in Advertising ? Illustrate your answer.
14. Discuss the strengths and weaknesses of online advertisements.
15. Explain the theory of cognitive dissonance.
16. Write a detailed note on legal and regulatory aspects of integrated marketing communications
17. Write a detailed cost-benefit of an advertisement.

(3 × 4 = 12 weightage)

**Part D**

*Answer the Compulsory questions.  
Each question carries 3 weightage*

**18. CLOSE-UP**

Close-Up ranked No. 5 in A and M's Top Brand survey of 1997, three ranks below its arch-rival Colgate. By 1999, Close-Up was No. 15. Since its introduction in the Indian market in 1975, Close-Up has been the closest challenger to Colgate, which is the top brand in this category. According to Hindustan Unilever Ltd., the marketers of Close-Up, the typical consumer had no qualms about not keeping germs at bay during the night but rather cared more about fresh breath in the morning.

The advertising agency, Lintas, has played on bad breath scare and targeted a typical college student who would be motivated by what brushing did to his social acceptance. It was hoped that once Close-Up entered homes, older consumers would also start using it and discard Colgate. To counter Colgate's famed Suraksha Chakra, Close-up released ads asking consumers to follow the "hah-hah test to check the freshness of breath. The focus was on communicating the key benefit "fighting bad breath".

The intimacy between couples, portrayed in Close-up commercials, was seen as disturbing the Indian mother's sensibilities and hence the ads focused in the gregarious couple, as this group-oriented closeness was seen to be more acceptable to mothers, who are the actual buyers of household toiletries.

Both Colgate and HLL introduced line extensions of their brand, improved packaging and did aggressive promotions. Close-Up has been strong in the South. It has been quite weak in the East.

**Questions :**

- 1 Analyze the case and determine which promotional strategy, “Pull” or “Push” would be appropriate ? Justify your answer.
- 2 Suggest two promotional strategies of the one suggested in answer no. 1.

(2 × 3 = 6 weightage)