

## THIRD SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2019

(CUCSS)

M.B.A. Marketing

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. Mention three major objectives of advertising.
2. What are the core factors influencing media choice.
3. What is concept testing ?
4. Explain the importance of analyzing advertisement reach.
5. Explain the concept of integrated promotion.
6. Explain the importance of copy writing in advertising

(6 × 1 = 6 weightage)

## Part B

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

7. "Money spent on advertisement is not wasteful". Critically examine this statement.
8. Explain the limitations of sales promotions.
9. Discuss about different types of media used for marketing communications.
10. How could you measure the impact of advertisements ? Discuss.
11. Explain the steps involved in preparing advertisement copy.
12. Discuss the merits and demerits of mural advertising.

(4 × 3 = 12 weightage)

Turn over

## Part C

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

13. Use any famous advertising agency and one of their successful advertising campaign as a background and elaborate how they achieved success in their advertising campaigns.
14. What is on-line advertising ? What are the different formats of on-line advertisements, explain it's strengths and weaknesses ?
15. Discuss about the emerging media trends with reference to magazine boom and media marketing.
16. Explain the process of preparing advertising budget. Give suitable illustrations for the same.
17. Discuss the steps and stages involved in producing a TV advertisement.

(3 × 4 = 12 weightage)

## Part D

*Answer the compulsory question.*

18. A and L is the seventh largest UK bank and like many other banks was hit by the credit crunch that emerged in 2007. The banking industry also suffers from a negative customer perception, with many customers cynical about over-promise and under-delivery is said that A and L had failed to invest in their brand in recent years although traditionally A and L was perceived to be a strong brand. To help differentiate itself now it follows a low-cost business strategy, based around four core brand values: attracting new customers by offering better value products and services ; being simple and straightforward ; offering a friendly and approachable service ; and 'recognising' existing customers. To deliver the business objectives, A and L use direct marketing to reach their target audience. They simply refuse to spend huge amounts on brand advertising just so they can compete with the bigger banks. If they did it would undermine their value proposition. In addition to the branch network, A and L use direct channels, such as the Internet and telephone banking.
  - (a) If A and L do not want to compete using advertising or direct marketing, what other methods could they use ?
  - (b) Make a list of the various forms of direct communications A and L could use to reach their markets.

(1 × 6 = 6 weightage)