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IV Semester M.B.A. (Day) Degree Examination, October - 2021

MANAGEMENT

Integrated Marketing Communication And Digital Marketing

(CBCS Scheme 2019-20)

Paper : 4.3.3

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any **FIVE** questions from the following each carry **5** marks. **(5×5=25)**

1. Define IMC. Explain the tools of IMC.
2. Discuss the different types advertising appeals.
3. Brief on continuous, pulsing, and flighting strategies of media planning.
4. What are the factors that influences on selection of media type?
5. What is paid search? Explain the types of paid search options.
6. Discuss the pros and cons of radio advertising.
7. Explain the strategies for addressing negative comments in digital marketing.

SECTION - B

Answer any **THREE** question from the following each carry **10** marks. **(3×10=30)**

8. Explain why a company would use an advertising agency and describe the major functions performed by a full-service agency.
9. Write on the difference between traditional and internet based marketing communication with suitable examples.
10. You are the campaign manager for 'BREAK THE CHAIN OF COVID-19" design a communication program for the campaign.
11. Discuss the importance of online reputation management in digital marketing and explain the strategies for online reputation management.

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SECTION - C

12. Case Study (Compulsory) **(1×15=15)**

India's highways will become no advertising zones as the government has ordered the removal of all advertisement hoardings across the length and breadth of national highways. According to an order issued by the road transport and highways ministry, no hoarding will be allowed on the right of the way on national highways. The right of way also includes the 10 meter of land strip on both sides of the highway that runs along the length.

India has a national highway network of one lakh km which the government has planned to double in the next four years. The ministry has formed a special team that would work on the removal of hoardings by prioritizing the highways that have maximum congestion. National Highways Authority of India (NHAI) has been tasked with the inspection of all highways on immediate basis. 'It has been decided that the regional and liasoning officers within their jurisdiction will inspect the NHs (National highways) by prioritizing heavily trafficked NHs and other NHs in stages and submit inspection reports to the ministry for further necessary action," The government said. The ministry feels that advertisements cause distraction which often leads to accidents.

An internal study conducted by the ministry has focused on the need to remove huge hoardings, a move which is in line with international practice. The Government is working on a national roadmap to reduce the number of road accidents in India. The country has over five lakh road accidents every year on the NHs in which over 1.5 lakh people are killed.

Question:

a) Discuss the affect of application of this decision on different stakeholders of advertising business.

b) Discuss the strategies to address above issue of outdoor advertising.

c) Suggest the alternative advertising options for outdoor advertising.