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14MBAMM408

**Fourth Semester MBA Degree Examination, June/July 2016**  
**Integrated Marketing Communication**

Time: 3 hrs.

Max. Marks:100

**SECTION - A**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 What is the role of IMC in marketing process? (03 Marks)
- 2 What is creative agency? (03 Marks)
- 3 What is advertising budget? (03 Marks)
- 4 What are the objectives of media planning? (03 Marks)
- 5 What are the advantages of direct marketing? (03 Marks)
- 6 Name the tools of public relations. (03 Marks)
- 7 What is B2B communication? Give examples. (03 Marks)

**SECTION - B**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Describe marketing and communication model. (07 Marks)
- 2 Explain the services offered by various agencies. (07 Marks)
- 3 Discuss the budgeting methods in advertisement. (07 Marks)
- 4 Describe the head line and body copy with examples. (07 Marks)
- 5 What is the role of corporate advertising? (07 Marks)
- 6 Explain decision areas of international advertising. (07 Marks)
- 7 What are the advantages and limitations of internet advertising? (07 Marks)

**SECTION - C**

*Note : Answer any FOUR questions from Q.No.1 to Q.No.7.*

- 1 Explain six steps in marketing plans. (10 Marks)
- 2 Discuss various types of advertising. (10 Marks)
- 3 Explain types of advertising research. (10 Marks)
- 4 How media planning is done in public relations? (10 Marks)
- 5 Discuss international advertising as a communication process. (10 Marks)
- 6 Explain promotion opportunity analysis in IMC. (10 Marks)
- 7 Describe global advertising techniques with examples. (10 Marks)





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**SECTION - D**  
**CASE STUDY – [ Compulsory ]**

Bajaj pulsar is a motor cycle brand owned by Bajaj Auto India Ltd. The two wheeler was developed by the product engineering division of Bajaj Auto in association with motor cycle designer Glynn Kerr Tokyo.

Currently there are four variants available – with engine capacities of 135 cc, 150 cc, 180 cc and 220 cc. Previously it was also offered with 200 cc DTS - i oil cooled engine, which now has been discontinued. Pulsar is the leader in the 150 cc segment in India with a market share of 43%. Before the introduction of the pulsar, the Indian motorcycle market trend was towards fuel efficient, small capacity motor cycles (that formed the 80-125 cc class). Bigger motor cycle with higher capacity virtually did not exist (except for Enfield Bullet).

In past ten year, pulsar has grown tremendously from spoke rings to alloy wheels from kick starter to electric starter. From carburetor to fuel injection according to the demand of market and customer. Pulsar 220 is highest selling sports bike in India. The upgraded version of pulsar to 250, 300 and 350 cc to be launched in collaboration with European bike company KTM.

Bajaj applied DAGMAR approach considered to be successful in sales increase. It focuses on quality and reliability of the product and services. It's target customers are young generation and sports lovers. Their advertisement strategy is Humour appeal repetition and celebrity endorsements.

1. Explain the Bajaj pulsar approaches in technology and how they are successful in the market. (10 Marks)
2. Discuss what is DAGMAR approach and how Bajaj pulsar is successful in this context? (10 Marks)

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