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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**Post Graduate Diploma in Management |
| **Course Title: Integrated Marketing Communication, (Course Code: 40129)** **End-Term Improvement Examination, Term –V (Batch 2021-223) (March 2023)**  |
|  **Time Duration : 2 Hours Total Marks: 40** |

***General Instructions*:**

* All questions are compulsory.
* Question 1 to 4 carries 10 Marks each.
* Apply the concepts studied in the class and answer accordingly.

**Q1** Indigo Airlines is one of the organizations which is familiar in India. It provides incredibly low fares for people to fly. The company is now planning to target business class travelers with high income. As a marketing communication manager for Indigo Airlines, how would you design an IMC planning process to accomplish company's goals? **(10 Marks)**

**Q2.** A new marketing communication manager is appointed to market a treadmill that is designed to exercise overweight dogs. The “fit best friend” dog exercise machine is aimed at dog owners who are too idle or too busy to give their dog a regular walk. It is also thought likely to appeal the veterinary surgeons, which might use the treadmill in treatment for obese dogs. How would you develop a suitable marketing communication programme for fit best friend?

 **(10 Marks)**

**Q3.** Swiggy has recently launched series of advertising communicating different messages with customer. Explain different methods will be more beneficial and if the company wants to check the effectiveness of their advertising campaign? **(10 Marks)**

**Q4.** Hush Puppies shoes producers have designed a new pair of shoes. The shoes are comfortable, durable and soft .The shoes are highly recommended to the diabetic patients by the doctors. What three media mix will you select for advertise the product. Explain the reason for selecting the media. **(10 Marks)**