**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FIFTHTRIMESTER (Batch 2019-21)**

**END TERM EXAMINATION, JAN-2021**

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| Course Name | **Integrated Marketing Communication** | Course Code | **MKT 503** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

* Please write in legible, clean handwriting
* Questions require you to apply concepts learnt in class. Please ensure your answers discuss the concerned concept/s adequately and focus your answers on how you would **apply** the concerned concept in the given hypothetical marketing situation.
* Answer to the point.

**Questions.1** How would you ensure your IMC process is effective? Explain by detailing the various steps in the IMC planning process. **(10 Marks)**

**Questions.2** You are the marketing manager responsible for the communications of a brand of new car. Which response hierarchy –traditional or alternate- would you incorporate in your marketing communications planning and how? **(10 Marks)**

**Questions.3** Your firm is thinking of recruiting a spokesperson to endorse your brand of toothpaste. Explaining the attributes of Source effectiveness, recommend who you would use as a source or spokesperson in the advertisement of the toothpaste.  **(10 Marks)**

**Questions.4** You are asked to decide on the media for advertising a new pizza delivery outlet. Deliberating on the pros and cons of various media, which media would you choose and why?

**(10 Marks)**

**OR**

**Questions.4** You are responsible for the creative campaign options for advertising a new brand of skin care cream. Discuss, using the attributes of creative advertising, how you would plan creativity in the advertising campaign.  **(10 Marks)**