**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FIFTHTRIMESTER (Batch 2019-21)**

**END TERM EXAMINATION, JAN-2021: IMPROVEMENT**

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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** Explain the Communication process model with a diagram. How would you manage the marketing communication process by managing the different elements of the Communication process? **(10 Marks)**

**Questions.2** Explain the AIDA model. With an example of a product of your choice, explain what marketing communications should do at each step of the AIDA hierarchy. **(10 Marks)**

**Questions.3** Which celebrity would you take as a spokes person for a new brand of smart phone? Explaining the attributes of effective source, give reasons why you would select this celebrity.

**(10 Marks)**

**Questions.4** You are responsible for the marketing communication of a brand of high quality bags. What factors would you plan for, in designing the message strategy of the brand? **(10 Marks)**