

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination – Dec 2020

Program: BBA (Auto Marketing)
Subject/Course: Integrated Marketed Communication
Course Code: MKTG 3008

Semester: V
Max. Marks: 100
Duration: 3 Hours

Instructions:

1. The student must write his/her name and enrolment no. in the space designated above.
2. Section A: **Type the Answer** question type. Students while answering will be shown a **text box** to type their answers
3. Section B & C: **Scan and Upload** question type. students are expected to write on a **plain white A4 answer sheets** and upload the snapshot of the answer
4. **STUDENTS ARE REQUIRED TO MENTION THEIR NAME, ROLL NO & PROGRAM ON EACH SHEET**
5. Students are expected to **mention correct question numbers** while answering them on Plain white A4 Answer She

SECTION A

1. Each Question will carry 5 Marks
2. Instruction: Complete the statement / True or False.

S.No	Question	CO
Q 1.	This form of marketing communications tool was once formally referred to as a 'non-personal form of communication, where a clearly identifiable sponsor pays for a message to be transmitted through media. This is referred to as: a) Advertising. b) Personal selling. c) Public relations. d) Publicity. e) None of the above	CO1
Q 2.	Although the content and quality can be controlled as direct mail, response rates of this medium are lower because of the lack of a personal address mechanism. This media format is known as: a)Care lines b)Direct mail c)Inserts d)Door to door e)All of the above	CO1
Q 3.	This is the planned and deliberate use of brands within films, television and other entertainment vehicles with a view to developing awareness and brand values. a) Product placement b) Film branding c) Product films	CO1

	d) Film value e) Both A & B	
Q 4.	What would the marketing budget section of a marketing plan detail? a) The cost to write the plan b) The expected costs for each ad campaign based on the delivery method c) The overall marketing budget for a year. d) The marketing personnel job descriptions e) None of the above	CO1
Q 5.	How often should a marketing plan be revisited? a) Never, once written it is complete b) As often as needed in order to revisit the plan of action and revise any new actions c) At company board meetings d) During the financial review of the company each month	CO1
Q 6.	POEM reflects the increasing scope of contemporary media and the range of media opportunities to engage audiences. What does POEM stand for? A. paid-for, owned, and earned media B. paid-for, owned, and engaged media C. planned, outset, and earned media D. planned, outset, and engaged media E. None of the above	CO1

SECTION B

1. Each question will carry 10 marks
2. Instruction: Write short / brief notes

Q7.	What is meant by encoding? Discuss how encoding differs for radio versus television commercials as well as for print ads?	CO2
Q8.	Describe the various forms of cooperative advertising and the reasons why they are used by marketers.	CO2
Q9.	Why is understanding consumer behavior of such importance to marketers? Give examples of how marketers apply their understanding to consumer behavior to their marketing strategies.	CO3
Q10.	Who are the various participants in the integrated marketing communication process? Briefly discuss the roles and responsibilities of both.	CO3
Q11.	Why are companies such as Procter & Gamble moving away from the use of traditional mass-media advertising and looking for other contact points that can be used to connect with consumers? How can various IMC tools be used by companies such as P& G to build and maintain relationships with their customers?	CO3

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SECTION C

1. This section carries 20 Marks.

2. Instruction: Write long answer.

Q12.

As the media landscape continues to change, and advertisers shift more and more of their monies into new media, there are those who predict that some traditional media like TV and newspapers may not survive- at least in their present forms. Discuss whether you think this is an accurate statement and why or why not.

OR

There have always been attempts to directly measure the effects of advertising on sales. At the same time, there are many who believe that this is rarely possible. Why is it so difficult to establish a relationship between advertising and sale?

CO4