

MBA III Semester Supplementary Examinations May 2017
ADVERTISING & SALES PROMOTION MANAGEMENT
(For students admitted in 2014 & 2015 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

Answer the following: (05 X 10 = 50 Marks)

- 1 Define integrated marketing communications. Briefly discuss each element of the integrated marketing communications plan.
- OR**
- 2 What are the three main components of advertising? How is it related to successful marketing efforts?
- 3 What are the functions of advertising management? Explain how advertising agencies design successful promotional strategies.
- OR**
- 4 What are the different types of advertising agencies? What are the different types of creative styles used for advertisements to have a lasting impact?
- 5 What are the different types of advertising budget? Explain how these models are effective in maintaining optimal expenditure.
- OR**
- 6 What are the various methods of pre-testing and post-copy testing of advertising effectiveness? Discuss the strengths and weakness of each.
- 7 Define how sales promotion affects sales. Illustrate with an example.
- OR**
- 8 Write short notes on: (i) Price deals. (ii) Price packs. (iii) Coupons. (iv) Contest and sweepstakes. (v) Premiums.
- 9 Explain the role of public relations in the marketing mix. Explain the advantages of using internet for conducting successful public relation activities.
- OR**
- 10 Briefly describe the personal selling process. How would the sales presentations differ in the following cases?
 - (i) Selling a life insurance policy.
 - (ii) Selling consumer goods.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 **Case study:**

Many agencies proclaim their ability to provide clients with services that deliver integrated marketing communications. However, some clients question whether agencies can plan campaigns in conjunction with sister agencies and avoid media channel bias.

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In 2006, Unilever announced that it was to strengthen its in-house communications planning facilities. The aim was to control campaigns that include a variety of communication tools and media. One of the common reasons cited for this type of move is that clients perceive a gap between creative thinking and media management, often due to internal agency structural barriers. Getting group based agencies to work together can be difficult because they each have independent profit centers and as a result want to retain each client's work to reflect their own success.

Where integration can be seen to work is within media selection, rather than an overall campaign. A campaign by British Airways designed to encourage customers to use its online check-in service was planned on the basis that digital was to be the key medium.

The campaign included television and press, used to drive visits to the British Airways website, plus ATMs, outdoor LCD transvision screens, digital escalator panels and online advertising. Each ad used the tagline 'Have you clicked yet?', designed to provide consistency. The campaign also tapped into specific lifestyle situations where the core message would resonate more strongly. For example, the frustration experienced by people when queuing at railway stations was used to push the message that BA's online check-in could cut out queuing. To do this transvision screens were used to allow people to download information to their mobiles via Bluetooth.

Questions:

- (a) What are the effects on its communications agencies by Unilever's decision to take planning in-house?
- (b) To what extent BA's planning a central aspect of their campaign success?
- (c) With so many different organizations involved in marketing communications, is truly integrated planning possible?.
