



# AJEENKYA

## D Y PATIL UNIVERSITY

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### End Term Examinations (April / May 2019)

**School: SOM**

**Program: MBA MAC**

**Course: Integrated Marketing Communication**

**Course Code: 603**

**Semester: IV**

**Max Marks: 25**

**Duration (mins): 90**

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Answer any 5 questions

1. Discuss how the integrated marketing communications perspective differs from traditional advertising and promotion. What are some of the reasons more marketers and more companies are taking an integrated marketing communications perspective in their advertising and promotional programs?
2. Explain the Consumer Decision-Making Process. What new trends in the consumer buying environment affect consumer purchasing decisions?
3. In meeting with your new boss, he informs you that the only goal of advertising and promotion is to generate sales. Do you agree?
4. Describe the three-exposure hypothesis. How does recency theory differ from the three-exposure hypothesis? What is effective frequency? Effective reach?
5. "Public relations should replace advertising as the primary means of introducing new products". Explain arguments in favor and opposed to this position. What do you conclude?
6. "It must be said that without advertising we would have a far different nation, and one that would be much the poorer-not merely in material commodities, but in the life of the spirit." Excerpters is from a speech given by Leo Burnett on the American Association or Advertising Agencies' 50th anniversary, April 20,1967. Do you agree with Leo Burnett?
7. Discuss the two major perspectives of the economic impact of advertising: "advertising equals market power" versus "advertising equals information.

\*\*\*\*\*ALL THE BEST\*\*\*\*\*