

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)

CLASS: MBA
BRANCH: MBA

SEMESTER : III
SESSION : MO/19

SUBJECT: MT521 ADVERTISING & INTEGRATED MARKETING COMMUNICATION
TIME: 3:00 HOURS

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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- Q.1 A Start-up enterprise is launching a mobile app-based home delivery of all leading packaged liquid Milk brands and other dairy products in 4 Metropolitan cities of India. The company is well funded by two NRI Angel investors. You represent the Marketing Communication Agency responsible for handling IMC campaign for launch of the business. How will you set the Communicative Objective for the first 6 months of the launch campaign? Explain [10]
- Q.2 Recommend suitable creative Strategy for the campaign mentioned at Q1. Give justifications for your recommendations [10]
- Q.3 If you were to use Advertising as one of the tools of communication for the campaign mentioned at Q1 and outline the Media Planning process for the campaign [10]
- Q.4(a) How will you allocate an appropriate budget for the Marketing Communication campaign at Q1 [5]
Q.4(b) Explain any two methods of pretesting of the advertising campaign designed for the launch of the Startup mentioned at Q1 [5]
- Q.5(a) Critique the role of ASCI in regulating the Advertising industry in India [5]
Q.5(b) Explain the flow of work in an Advertising Agency. [5]

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