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

CLASS: MBA   SEMESTER : III
BRANCH: MANAGEMENT   SESSION : MO/2024

SUBJECT: MT521 R1 ADVERTISING AND INTEGRATED MARKETING COMMUNICATION

TIME: 3 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	Two years after halting operations and exiting the country, Ford Motor company is set to reignite its presence with plans to restart manufacturing at its Chennai facility with a focus on electric vehicles. The sudden exit of Ford in 2021 has significantly damaged its brand equity. In view of its comeback to the country, develop an IMC plan for the company referring to the IMC planning process.	[10]	4	6
Q.2(a)	What is the concept of response hierarchy in advertising. Describe how the advertiser could influence the different stages of response hierarchy.	[5]	2	5
Q.2(b)	List and explain the reasons why an advertising agency would lose clients. What initiatives can be taken by the agencies to preserve their client base.	[5]	2	4
Q.3	Pick up any contemporary television advertisement and critically evaluate the creative strategy adopted in the advertisement. Suggest improvements to the creative strategy and execution with due justification.	[10]	3	4
Q.4	What is the importance of media planning in the development of the overall advertising strategy of a brand. Develop and justify media mix for the brand listed in question 1.	[10]	4	3
Q.5(a)	Describe the steps and principles of website design.	[5]	4	2
Q.5(b)	Why is it important to test the effectiveness of advertisements. Describe pretesting and post testing of advertisements.	[5]	4	2

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