

(Following Paper ID and Roll No. to be filled in your Answer Books)

Paper ID : 2289859

Roll No.

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M.B.A.

Regular Theory Examination (Odd Sem - III), 2016-17

**INTEGRATED MARKETING
COMMUNICATION**

Time : 3 Hours

Max. Marks : 100

SECTION - A

1. Attempt all questions. (10×2=20)
- a) Describe IMC promotion Mix with appropriate examples.
 - b) What are the challenges faced by IMC in today's competitive market?
 - c) Lay down the any three objectives of Advertising.
 - d) Explain the term 'Publicity'.

- e) Differentiate between sales promotion and advertising.
- f) What do you mean by 'Sponsorship'?
- g) What are the points to be considered while selecting media for rural marketing?
- h) What do you mean by concept testing?
- i) What is media reach?
- j) Explain the role of E-commerce in Marketing Communication.

SECTION - B

2. Attempt any Five questions. (5×10=50)

- a) Discuss the role of ethics that should play in creation of the marketing communication strategy.

- b) Write a short notes on :
- i) Functions of Advertising
 - ii) Appeals in Advertisement
- c) Define AIDAS model consideration for creative idea visualization.
- d) What do you mean by media? Define media planning and media strategy.
- e) How does an organization sustain the Global Industrial Competition? Explain by considering the competitive strategies in mobile phone companies.
- f) What types of Advertising Media are available to marketers in India? Discuss the relative strength and weakness of two advertising medium of your choice.

- g) Define sales promotion? Explain various contemporary sales promotion techniques used by companies for attracting a 'youth segment'.
- h) Define advertising agency, discuss the role of advertising agencies in the advertising industry.

SECTION - C

The 'Incredible India' campaign, launched in 2002, was a major initiative by the Government of India, to promote India as a tourist destination. The case discusses various aspects of the campaign. It also gives a brief account of the impact of the campaign on the Indian tourism industry. It describes some of the criticisms against the campaign, and elaborates on the opportunities and challenges for tourism in the country.

Others felt that it would have been better to build the necessary tourism infrastructure before launching the marketing campaign, especially as, according to them, much of this infrastructure was on the verge of falling apart. Still others were of the view that India was not on

the itinerary of millions of tourists not so much because the country was unable to market itself, but more because of poor connectivity, exorbitant taxes, visa problems, unsanitary conditions, and shortage of affordable, good quality accommodation. Some of them even argued that the future of the Indian tourism industry depended more on solving the infrastructure problems rather than on an extravagant communication campaign. Before 2002, the Indian government regularly formulated policies and prepared pamphlets and brochures for the promotion of tourism; however, it did not support tourism in a concerted fashion (Refer Exhibit I for the tourism policy initiatives of the GoI). As a result, the country attracted very few tourists. six times smaller than

A country like France, six times smaller than India , attracted around 20 times the number of tourists that India managed to draw (Refer Exhibit II for the world's top ten tourist destinations). That this was the case in spite of France not being able to offer the sheer variety in terms of geography, cuisine, culture, and experiences that India could, was perhaps an indication of the extent to which previous governmental efforts to promote tourism had been unsuccessful. However, in 2002, the tourism ministry made a conscious effort to bring in more professionalism in its attempts to promote tourism. It formulated an integrated communication strategy with the aim of

promoting India as a destination of choice for the discerning traveler.

The tourism ministry engaged the services of Ogilvy & Mother (India) (O&M) to create a new campaign to increase tourist inflows into the country. The 'Incredible India' campaign, as it was called, was launched in 2002 with a series of television commercials and print advertisements.

Travel industry analysts and tour operators were appreciative of the high standards of the 'Incredible India' campaign. "The promo campaign is making a powerful visual impact and creating a perception of India being a magical place to visit," said Anne Morgaon Scully, President, McCabeBremer Travel, Virginia, USA. Average travelers too appeared to find the campaign interesting and informative, going by the favorable comments on blogs on travel websites.

Attempt any two questions : (2×15=30)

3. Identify the complexities of tourism marketing.
4. Explain the unique challenges in conducting a worldwide campaign to promote a country as a tourist destination, particularly with regard to the number and variety of stakeholders involved, and their possible responses.

5. Explain the current status of the Indian tourism industry and to analyze its future prospects.