

UNIVERSITY OF PETROLEUM
AND ENERGY STUDIES



End Semester Examination – May, 2017

Program/course: MBA (Open elective)
Subject: Integrated Marketing communication
Code: MBCM 761
No. of page/s: 4

Semester – II
Max. Marks:100
Duration: 3 Hrs

Note: All sections are compulsory.

SECTION A
(2x10=20 marks)

Q1. Fill in the blanks.

- i) Vignette is _____
- ii) Example of frequency program can be _____
- iii) Clutter means _____
- iv) Rebates are _____
- v) Advertising got respectability, fame and glamour in the _____
- vi) Eye tracking system explains _____
- vii) Puffery means _____
- viii) GRP is _____
- ix) CPM means _____
- x) CPRP means _____

SECTION B
(2x10=20 marks)

Attempt any two questions.

Q1. Do you think all people can be creative? Discuss the characteristics that extremely creative people have keeping the work of Howard Gardner '*7 greatest creative minds of 20th century*' in the background.

Q2. Discuss all the advertising strategies with examples.

Q3. Do you think that advertisement sponsorship is responsible for unethical content on television? Discuss with examples of TV programs that have ethical issues

SECTION C
(2x15=30 marks)

Attempt both questions.

Q1. Write creative slogans (Two slogans for each product) for the following categories:

(15 Marks)

- a.) Shampoo
- b.) Sun glasses
- c.) Soap
- d.) Contraceptive
- e.) Fairness cream

Q2. With reference to the case '*Fair and Lovely vs Dark is beautiful*' analyze the paradox that advertising agencies face w.r.t. advertising strategy of fairness products. Do the roots of India's color consciousness rests only with female gender? Discuss keeping '*Fair and handsome*' in the background.

(15 Marks)

SECTION D
(2x15=30 Marks)

Study the exhibits and answer question that follow:

Exhibit A



Exhibit B



Q1. Discuss the controversial issue in the photographs used for advertising of UCB in the exhibits. What do you think is the intended objective of the photographs?

(15 Marks)

Q2. Comment on the effectiveness of the current advertising strategy used by UCB as compared to the strategy used in the exhibits. Do you think raking up controversial issues is a good advertising strategy? Support your answer with other examples from the Indian and International advertising.

(15 Marks)