

	UNIVERSITY OF RUHUNA FACULTY OF MANAGEMENT AND FINANCE	No. of Pages :04 No. of Question:06 Total Marks :70
	BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE 3000 LEVEL FIRST SEMESTER END EXAMINATION -AUGUST/SEPTEMBER 2022	Three Hours
MKT 31523 - Integrated Marketing Communications		Academic Year 2021/2022
Instructions ➔ Answer all questions.		

(01) Select the most appropriate answer. Please write the letter of the most appropriate answer in your answer script.

- (I) A key feature of IMC is that the process should
- use an “inside-out” approach
 - be restricted to only one or a select number of communication media
 - use the same media to reach all target audiences to improve efficiency
 - start with the customer or prospect and then work back to the brand communicator in determining the most appropriate messages and media
- (II) The ultimate goal of integrated marketing communications is to
- increase brand awareness
 - affect the behavior of the targeted audience
 - learn how to outsell the competition
 - lower production costs
- (III) What does the phrase, “speak with a single voice,” mean?
- Carefully select those tools that are most appropriate for the communications objective at hand.
 - Reach the target audience efficiently and effectively using whatever touch points are most appropriate.
 - All marketing communication elements should use the same endorser so that consumers do not get confused.
 - Coordination of messages and media is absolutely critical to achieving a strong and unified brand image and moving consumers to action.

- (IV) Select the correct stages of the hierarchy of effects model.
- a) Awareness, liking, preference, conviction, knowledge, price
 - b) Awareness, knowledge, purchase, interest, attraction, retention
 - c) Purchase, conviction, preference, liking, awareness, evaluation
 - d) Awareness, knowledge, liking, preference, conviction, purchase
- (V) Coupons, premiums, bonus packs and price-off deals are examples of
- a) media advertising
 - b) consumer promotions
 - c) place advertising
 - d) point-of-purchase advertising
- (VI) Sales promotions are designed to
- a) stimulate immediate sales of a product
 - b) create brand awareness
 - c) reduce manufacturing costs
 - d) influence customer awareness
- (VII) Which of the following is not a type of consumer promotion sampling?
- a) Direct sampling
 - b) In-store distribution
 - c) Cross-ruff sampling
 - d) Self-liquidating
- (VIII) What is 'advertising appeal'?
- a) It refers to the approach used to attract the attention of consumers and/or influence feelings towards the product
 - b) The feelings a consumer gets after having bought a product
 - c) The practical and functional reasons a consumer purchases a product
 - d) The dominant traits of a product being advertised
- (IX) A message is only beneficial characteristics or advantages, while a message offers both good and negative points.
- a) two-sided, one-sided
 - b) verbal, visual
 - c) one-sided, two-sided
 - d) preemptive, generic
- (X) Which of the following is not a primary database-driven marketing program?
- a) Permission marketing
 - b) Customer relationship management
 - c) Cause-related marketing
 - d) Frequency program

[1Marks*10 = Total 10 Marks]

(02).

(I) Explain the components of communication market analysis.

(5 Marks)

(II) What do you mean by cognitive message strategy? Explain the major forms of cognitive message strategies.

(7 Marks)

[Total = 12 Marks]

(03).

(I) Describe the main elements in a creative brief.

(5 Marks)

(II) What is a premium? Briefly explain the key factors for a successful premium program.

(7 Marks)

[Total = 12 Marks]

(04).

(I) Briefly explain the four main categories of sources/spokespersons.

(4 Marks)

(II) Describe the various types of executional frameworks that help to deliver advertising messages.

(8 Marks)

[Total = 12 Marks]

(05).

(I) Recently, "Real Lanka" Company introduced a new brand of biscuit to the local market. At present, management of the "Real Lanka" company faces a dilemma regarding the selection of external advertising agency or in-house department to promote the brand. Advise the management of "Real Lanka" company regarding the critical issues (decision variables) the company should consider in making the decision to use an external advertising agency or in-house department.

(5 Marks)

(II) Effective ad campaigns are based on seven basic principles. Explain the principles of effective advertising.

(7 Marks)

[Total=12 Marks]

(6). Briefly explain the following concepts.

(I) Clutter

(II) Carryover effects

(III) Agency account executive

(IV) Media planner

[3 marks * 4 = Total 12 Marks]
