



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

No. of Pages :02
No. of Question:06
Total Marks :70

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

Three Hours

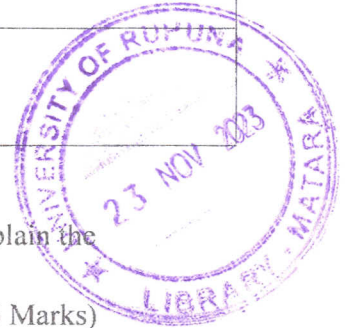
3000 LEVEL FIRST SEMESTER END EXAMINATION -AUGUST/SEPTEMBER 2023

MKT 31523 - Integrated Marketing Communications

Academic Year 2022/2023

Instructions

- ➔ Answer only five (05) questions.



(01).

- (I). Companies have number of ways of determining the promotional budget. Explain the different methods a firm can follow when developing a promotional budget.

(6 Marks)

- (II). "It is impractical to expect a direct relationship between promotions expenses and sales". Discuss the above statement by explaining the factors influence on the relationship between promotions expenses and sales.

(8 Marks)

[Total = 14 Marks]

(02).

- (I). Finnex Company faces a dilemma of selecting In-house versus Outside agency to promote their newly introduced exterior paint brand. List out the advantages related to the selection of In-house versus Outside agency.

(7 Marks)

- (II). Finnex Company's management aware about choosing an advertising agency requires time and effort. While, the company also believe that shortcut the process often result in not hiring the best advertising agency. Finnex Company's management asks you to prepare a presentation to the marketing team by including steps necessary to follow when selecting an advertising agency. Design a presentation to present the company's marketing team.

(7 Marks)

[Total = 14 Marks]

(03).

Hierarchy of effects model aids the marketing team to clarify the objectives of an advertising campaign and to identify the best communication strategy.

- (I). List the steps of Hierarchy of effects model. (3 Marks)

- (II). Do these steps are always sequential? Justify your answer by providing examples.

(5 Marks)

(III). Explain the association between the Hierarchy of effects model and the Tri component model by using an appropriate example. (6 Marks)

[Total = 14 Marks]

(04).

(I). What does a brand message strategy emphasize? Describe the categories of brand message strategies with appropriate examples. (6 Marks)

(II). Price-off tactic is considering as one of the successful consumer promotions due to the appeal of a monetary saving and immediate reward. What do you mean by price-off tactic? What are the benefits and problems associated with price-off tactic?

(8 Marks)

[Total=14 Marks]

(05). Explain the difference between following pairs of concepts.

(I). Left brain advertisement and Right brain advertisement

(II). Creative brief and Media brief

(III). Reach and Frequency

(IV). Refunds and Rebates

[3.5 marks * 4 = Total 14 Marks]

(06). Briefly explain the following Advertising terms.

(I). Advertising appeal

(II). Executional framework

(III). Leverage point

(IV). Message theme

(V). Creative director

(VI). Account planner

(VII). Agency brief

[2 marks * 7 = Total 14 Marks]
