

Seat No. _____

University of Pune
Department of Management Sciences (PUMBA)
Executive MBA
2nd Year External Exam May - 2013

405(A) INTEGRATED MARKETING COMMUNICATION

Time: 2.30 hrs

Marks: 50

Instructions to Students

Answer any five questions

All questions carry equal marks

Q1] Describe full time advertisement agency at length. Describe various functions carried out by full time advertisement agency.

Q2] Describe copy & various components of copy.

Q3] Write various messages delivered in advertisement campaign of pepsi- OH YES
ABHI

Q4] W.J. Corporation, FMCG organizations budgeted sales -

of product A is Rs 600 crores having profitability 30% , of product B is Rs 450 crores having profitability 35% , that of product C is Rs 300 crores having profitability 40% , & of product D is Rs 200 crores having profitability 50% respectively.

Product A is in early maturity stage, Product B is in later growth stage, Product C is in early growth stage and Product D is in introduction stage.

Advertising budget of W.J. Corporation is 10% of total sales

Distribute Advertising budget productwise ,write the logic behind it.

5] Describe media fragmentation at length.

6] Write the consistent messages delivered in advertisements of following brands.

a] vodafone

b]intel

c]Pears