

University of Pune
Department of Management Sciences (PUMBA)

405(A) – Integrated Marketing Communication

Time : 2 ½ Hours

Max. Marks : 50

Marks 10 each

Attempt any 5 Questions only

1. Explain why in the Integration of an IMC Plan why Consumer Behavior, Brand Management and Promotions Opportunity Analysis are the basic foundation to the process. Use industry examples to explain this.
2. Analyze the approach of Integrated Marketing Communication as part of the Brand Building process? Use a Leader Brand to detail the process.
3. Using the Brand TITAN, MARUTI, or the Brand TAJ MAHAL HOTELS explain the concept of Brand Personality and explain how this concept enhances the brand build-up.
4. Explain the difference between Kapferer's Brand Identity Prism and Aaker's method to build the same and using an actual Brand explain whether they are similar or in contradiction.
5. How do we step wise build an IMC plan. Use the example of a Mall to build the process through example.
6. Explain how a Company can build "One Voice – One Message". Would this be a contradiction for a diversified corporation? Explain with reference to any specific diversified Corporation of your choice.
7. Explain how emerging new Media offers opportunity to build a Customer Relationship. How would a Consumer Durables company build Relationship using the Internet?
