

# AR19

Code: 19MBA3003

**SET-2**

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)

**II MBA III Semester Regular Examinations, February-2021**  
**INTEGRATED MARKETING COMMUNICATIONS**

**Time: 3 Hrs**

**Max. Marks: 60**

**Answer any Five questions**  
**All questions carry EQUAL marks**  
**Question No. 8 is Compulsory**

1. Explain the reasons for growth of integrated marketing communications. How does it differ from traditional advertising and promotion? **12 M**
2. What is ad appeal? Classify different types of ad Appeals. **12 M**
3. a) What is Web analytics? Explain various types. **6 M**  
b) Elucidate various ways to measure web analytics **6 M**
4. What is an ad copy? Explain various approaches of copy writing **12 M**
5. What are the vehicles of outdoor media? Explain in general their relative merits and demerits **12 M**
6. What is Point of Purchase? Explain various types of Point of Purchase Communication. **12 M**
7. Explain the term public relations and describe the advantages and process of maintaining Public Relations in the market. **12 M**

### **Getting It All Together**

Many agencies proclaim their ability to provide clients with services that deliver integrated marketing communications. However, some clients question whether agencies can plan campaigns in conjunction with sister agencies and avoid media channel bias.

In 2006, Unilever announced that it was to strengthen its in-house communication planning facilities. The aim was to control campaigns that include a variety of communication tools and media. One of the common reasons cited for this type of move is that clients perceive a gap between creative thinking and media management, often due to internal agency structural barriers. Getting group based agencies to work together can be difficult because they each have independent profit centres, and as a result want to retain each client's work to reflect their own success.

Where integration can be seen to work is within media selection, rather than an overall campaign. A campaign by British Airways designed to encourage customers to use its online check-in service was planned on the basis that digital was to be the key medium.

The campaign included television and press, used to drive visits to the BA website, plus ATMs, outdoor LCD transvision screens, digital escalator panels, and online advertising, each ad used the tagline 'Have you clicked yet?', designed to provide consistency. The campaign also tapped into specific lifestyle situations where the core message would resonate more strongly. For example the frustration experienced by people when queuing at railway stations was used to push the message that BA's online check-in service could cut out queuing. To do this transvision screens were used to allow people to download information to their mobiles via Bluetooth.

#### **Questions:**

1. What effects might Unilever's decision to take planning in-house have on its communication agencies?

To what extent are BAs planning a central aspect of their campaign success?