



**Biyani Institute of Science and Management**  
**I Internal Examination 2019-20**  
**MBA (III Semester)**  
**Subject- Integrated Marketing Communication (M-320)**



**Time: 1.30 Hrs.**

**Set: A**

**MM: 30**

**[I] Subjective Questions (Attempt any two questions) (2\*10=20)**

- 1) Discuss any two models of consumer response in marketing communication.
- 2) Advertising, as an important part of marketing communication, has various functions. Describe the functions of advertising along with its advantages and disadvantages.
- 3) Enumerate and discuss the various types of ad layouts.

**[II] Case Study – Compulsory (1\*10=10)**

An Advertising agency prepared a number of print advertisements for inception of a new product in the market. The organization's contract with the ad agency called for compensation on commission basis. At the client's request, the agency agreed to include special effects in the advertisement. The final advertisement was approved generally by the management, except the company's production manager who criticized the advertising executive for the high cost charged by the company. Further, the production manager added that he had misunderstood the aspects covered in the agreement with the ad agency.

The client organization requested the ad agency to send a team so that they could spend two days with the production manager and brainstorm for ideas, to eventually develop the framework for their brochure. An Accounts Executive, PR Officer, Arts In-charge and Copywriter was sent by the agency to the client production plant. According to the production manager, it was a great success. A week after the exercise, the production manager received a bill charged on hourly basis. The production manager was under the impression that it would be on project basis.

As evident from the above example, client – agency relationships get saddled due to various problems. Sometimes, sorting out these problems become very cumbersome, and termination of relationship is the only option. Since looking for a new agency is a time consuming process, most companies put up with their existing agencies.

Some companies evaluate the performance and their agencies on a regular basis. After which, agencies must be given a chance to take corrective actions, and termination, if any, should be done purely on performance basis.

**Questions:**

- 1) According to you, who should be responsible for the billing process?
- 2) What steps could have been taken to avoid this situation?