

R09

Code No: E5310

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA – III Semester Examinations, February -2012

MARKETING COMMUNICATIONS

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

1. What is marketing communication? Describe the steps in integrated Marketing communication.
2. Explain the purpose and functions of advertising in marketing mix.
3. What is target marketing? Explain the DAGMAR approach to set objectives.
4. What is creative Advertising? Discuss the new trends in Advertising.
5. What is Brand planning? How do you manage brands with current trends of Advertising? Explain with examples.
6. Explain the implications of reverse engineering in product management.
7. Write a note on:
 - a) Brand lifecycle.
 - b) Brand loyalty.
 - c) Brand repositioning
 - d) Symbiotic branding
8. What are the brand extension strategies in Indian context? Explain.
