

INTERNATIONAL ISLAMIC UNIVERSITY CHITTAGONG

Department of Business Administration

MBA , AUTUMN-19

Mid-term Examination

Course Title: Promotional Management

Course Code: MKTG-5508

Time: 2hrs

Marks: 30

Answer any three questions. Marks are shown on the right margin of the questions.

1. a) Define promotional management . Discuss the role of IMC in Branding. 3
- b) While planning your company's promotion, how will you analyze promotional program situation and Develop IMC strategies? 3
- c) Define promotion mix. Discuss the elements of promotion mix. 4
2. a) Who are the participants in the IMC process? 3
- b) How advertising is managed under decentralized system in an organization? 3
- c) In what ways agencies are typically compensated? 4
- 3.a) What is word of mouth? How buzz marketing or viral marketing is related to word of mouth communication? 3
- b) What is field of experience? What is the role of the field of experience in an effective communication? 3
- c) Discuss AIDA model and Innovation adoption model. 4
- 4.a) What are the problems with sales objective? Where sales objectives are appropriate? 3
- b) Explain how marginal analysis model is used to set the advertising budget of a company. 3
- c) What are the budgeting approaches? Discuss the bottom-up approaches of budgeting. 4