

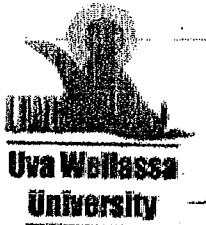
Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management (BBM) Entrepreneurship and Management

THIRD YEAR FIRST SEMESTER EXAMINATION-JUNE/JULY 2017

ENM 341-2 Integrated Marketing Communication



Part B – Essay Questions

Answer only **three (03)** questions including question No 01.

Marks Allocation: 60 Marks

01. Integrated Marketing Communications (IMC) is an approach used by organizations to brand and coordinate their communication efforts.

- i) Describe the model of Integrated Marketing Communication. (15 Marks)
- ii) Briefly explain reasons for the growing importance of Integrated Marketing Communication with relevant examples. (15 Marks)

(Total Marks-30)

02. Sales Managers mix Sales and Management Skills to manage the overall direction and control of the personal selling effort.

Explain the role of Sales Manager in planning the selling program and implementing and controlling the personal selling effort of the firm with appropriate examples.

(15 Marks)

03. Sales Promotions consists of media and non-media marketing communications employed for a predetermined, limited time to stimulate trial, increase consumer demand, or improve product availability. Sales Promotions can be aimed at consumers, wholesalers and distributors.

Describe both Consumer oriented Sales Promotion and Trade oriented Sales Promotions with suitable examples from Sri Lankan context.

(15 Marks)

04. A Public Relations (PR) Strategy may play a key role in an organization's promotional strategy.

Assume that you are a Marketing Manager of a company and Public Relations is an integral part of your company's ongoing marketing plan. Explain the way you plan and execute your Public Relation strategy to foster goodwill between the company and its consumers.

(15 Marks)