

**Jagan Institute of Management Studies**  
**End-Term Examination, December, 2016 – January, 2017**  
**Trimester V – PGDM (RM) 2015-17**

***Integrated Marketing Communication for Online Business***  
***ET\_RM\_IMCOB\_2712***

Time: 3 Hrs.

M. Marks: 70

**INSTRUCTIONS: Attempt all questions.**

- Q 1** a) The digital space is impossible to control, manipulate or silence. Elaborate and discuss. **7**
- b) Plans and budgets should be based on where you want to go, not where you have been. Showcase this giving one example of a real life firm. **7**
- Q 2** IMC is a process, not event. What role does proper planning play in this? **10**
- Q 3** Travel of information is so fast; one cannot rely on the traditional methods alone. How can you use the social media to your advantage? **15**
- Q 4** You are employed by a relating firm wanting to conduct business on Ecommerce platform. Create an IMC Planning model for your business **15**
- Q 5** Read the case and answer the questions at the end.  
Since the mid 1990's the internet and web sites have emerged as an important commercial medium and marketing environment. First, the Web is virtual, many-to-many hypermedia environment incorporating interactivity with both people and computers. Therefore, the Web is not a simulation of a real world environment, but an alternative to real-world environments, where consumers may experience telepresence, the perception of being present in the mediated, rather than real world, environment. (Hoffman-Novak, 1997)  
As such it allows users of the medium to provide and interactively access hypermedia content, and to communicate with each other. These unique forms of interactivity, "machine interaction" and "person interaction", respectively, have contributed to the rapid diffusion of the Web as a commercial medium in the last several years.  
Having realized the astonishing growth and importance of the Internet, marketers are challenged with its effective integration into their marketing communication mix. According to Hoffman and Novak, the

Internet and the World Wide Web are nothing but a totally new and unique medium.

**Questions:**

- a) How has internet changed the marketing communication mix of the brands?
- b) Give two examples of what ecommerce firms do different from the traditional firms.

**16**

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