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Roll No. ....

**MB-304(M3)**

**M. B. A. (THIRD SEMESTER)**

**END SEMESTER**

**EXAMINATION, Jan., 2023**

**INTEGRATED MARKETING  
COMMUNICATION**

**Time : Three Hours**

**Maximum Marks : 100**

- Note :** (i) This question paper contains two sections—A and B.
- (ii) Both sections are compulsory.
- (iii) Answer any *two* sub-questions among (a), (b) and (c) in each main question of Section A. Each question carries 10 marks.
- (iv) Section B consist of case study which is compulsory. Section B carries 20 marks.

**P. T. O.**

(2)

MB-304(M3)

**Section—A**

1. (a) Define IMC. Describe the process of integrated marketing communications in detail. (CO1)
- (b) Examine how IMC approached has been evolved in respect to influence consumer behavior ? State its importance. (CO1)
- (c) Describe how organizations can use IMC to support their marketing strategy ?(CO1)
2. (a) Illustrate the organizational structure of an advertising agency. Explain the different services provided by advertising agencies. (CO2)
- (b) Simulate briefly how you would create a digital ad campaign on a tight budget ? Explain the media planning to choose while budgeting technique in advertisement. (CO2)
- (c) Demonstrate the 5-sales promotion technique used to reach the consumers. (CO2)

(3)

MB-304(M3)

3. (a) Analyze the role of direct marketing in IMC. (CO3)
- (b) Classify how Coco Cola use IMC as internet marketing tool ? (CO3)
- (c) Evaluate how is promotion useful in internet integrated marketing communication. (CO3)
4. (a) Justify public. Conclude what publics a marketer must have good relations with. (CO4)
- (b) Criticize the different public relation tools used by marketer. (CO4)
- (c) Predict the type of behavioral evaluations which can be employed to assess IMC programs. (CO4)

**Section—B**

5. **Case Study :** (20 Marks) (CO5)  
Sedona Advertising had developed a marketing campaign for a Latter-Day Skates, a skateboard

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(4)

MB-304(M3)

manufacturer. The greatest emphasis has been placed on the design of a series of ads featuring the riders using their boards in thrilling, extreme riding situations. The agency has pre tested the recall of these print ads. As part of the ad evaluation process, the agency determined the Latter Day's share of voice is 6 percent and its share of market is 4.4 percent for its last ad campaign during which it spent \$35,000.

As part of this integrated marketing campaign, Sedona had also designing sales promotion activities. Latter-Day wants to link the sales of its best selling long boards to its new line of Vert-Rider specialty boards without cannibalizing sales of the established product. This is the first ever line of skateboards designed with vertical riding in mind. As Sedona gears up for this campaign, the owner of Latter-Day Skates announces he really

(5)

MB-304(M3)

wants to build community awareness of what the company does, especially its charitable work. This new promotional task is being added after most of the budget has already been allocated. Sedona Advertising is searching for a way to meet the owner's goals within his current budget.

- (a) Validate the different sales promotion tools that the company may use.
- (b) Propose how effective will be celebrity endorsement, explain it with pros & cons of it.

MB-304(M3)

240