

Faculty of Management Studies

End Semester Examination May 2025

MS5SEM03 Integrated Marketing Communication

Programme	:	MBA	Branch/Specialisation	:	-
Duration	:	3 hours	Maximum Marks	:	60

Note: All questions are compulsory. Internal choices, if any, are indicated. Assume suitable data if necessary.
 Notations and symbols have their usual meaning.

Section 1 (Answer all question(s))				Marks CO BL
Q1. Integrated marketing communication aims to achieve-				1 1 1
<input checked="" type="radio"/> Consistency in marketing messages <input type="radio"/> Targeting a single market segment		<input type="radio"/> Maximum use of a single marketing channel <input type="radio"/> Minimizing the use of digital marketing		
Q2. What is the purpose of a "needs assessment" in personal selling?				1 1 1
<input type="radio"/> To achieve business goals and objectives <input type="radio"/> To close the sale		<input checked="" type="radio"/> To identify the customer's specific needs and problems <input type="radio"/> To prepare a sales proposal		
Q3. Which of the following is not a common type of sales promotion?				1 2 1
<input checked="" type="radio"/> Coupons <input type="radio"/> Buy one, get one free (BOGO) offers		<input type="radio"/> Public relations <input type="radio"/> Loyalty programs		
Q4. A brand uses dramatic storytelling and nostalgia to trigger personal memories in an ad. What type of appeal is this?				1 1 1
<input type="radio"/> Rational appeal <input type="radio"/> Scarcity appeal		<input checked="" type="radio"/> Emotional appeal <input type="radio"/> Bandwagon appeal		
Q5. When selecting a message source for an IMC campaign, which of the following factors is crucial in building credibility and trust with the audience?				1 3 2
<input checked="" type="radio"/> Novelty <input type="radio"/> Controversy		<input type="radio"/> Consistency <input type="radio"/> Celebrity endorsement		
Q6. In the context of IMC, what is the "AIDA" model used for?				1 3 3
<input type="radio"/> Describes buyer's journey <input type="radio"/> Measuring the ROI of advertising campaigns		<input type="radio"/> Understanding consumer behaviour <input checked="" type="radio"/> Structuring persuasive messages to attract attention, create interest, stimulate desire, and elicit action		
Q7. Which of the following is an example of "owned media" in an IMC strategy?				1 4 3
<input type="radio"/> SEO Strategy <input type="radio"/> A television commercial		<input checked="" type="radio"/> A company's official website, blog and social media profiles <input type="radio"/> A guest article in a print magazine		
Q8. In an advertising agency, what department is responsible for developing the creative concepts and artwork for advertisements?				1 4 4
<input type="radio"/> Account management <input checked="" type="radio"/> Creative department		<input type="radio"/> Media planning <input type="radio"/> Financial management		

- Q9.** Which of the following is a disadvantage of using focus groups to evaluate advertising effectiveness? 1 4 4
- Inability to explore consumer emotions
 - Might not be a true representation of your target group
 - Inflexibility in data collection
 - Difficulty in moderating discussions
- Q10.** A brand conducts pre-testing of a TV ad using storyboards and gets negative feedback. What is the primary benefit of this approach? 1 4 3
- Lower cost of media buying
 - Opportunity to revise before expensive production
 - Higher production quality
 - Better reach in digital media

Section 2 (Answer all question(s))

- Q11.** Define integrated marketing communication. Write features of IMC. Marks CO BL
3 1 2

Rubric	Marks
Definition of IMC - 1 Mark	3
Features of IMC - 2 Mark	

- Q12. (a)** Elaborate process and role of IMC in marketing. 5 3 2

Rubric	Marks
Process of IMC in marketing - 3 marks	5
Role of IMC in marketing - 2 marks	

(OR)

- (b)** Explain in brief reasons for growth and importance of Integrated marketing communication.

Rubric	Marks
As per explanation reasons for growth and importance of Integrated marketing communication	5

Section 3 (Answer all question(s))

- Q13.** Explain DAGMAR approach with example. Marks CO BL
3 3 3

Rubric	Marks
Explanation on DAGMAR approach -2marks	3
Example - 1 mark	

- Q14. (a)** What do you mean by appeal? What are the different types of appeal? Illustrate with example. 5 3 3

Rubric	Marks
Definition of appeal - 1 mark	5
Different types of appeal- 2 marks	
Exampleless - 1 mark	

(OR)

- (b)** Discuss the steps in the copy design and development process.

Rubric	Marks
As per explanation -steps in the copy design and development process.	5

Section 4 (Answer all question(s))

Marks CO BL

Q15. What are the basic differences between advertorials and infomercials? Explain with the help of a real example. 3 3 2

Rubric	Marks
Basic differences between advertorials and infomercials- 2 marks Real example - 1 mark	3

Q16. (a) What is AIDA Model? How to apply in real world? 5 4 3

Rubric	Marks
Definition of AIDA Model - 2 marks Application of AIDA in real world - 3 marks	5

(OR)

(b) Write the steps to develop a creative concept.

Rubric	Marks
Steps to develop creative concepts.	5

Section 5 (Answer all question(s))

Marks CO BL

Q17. Write characteristics of different media types. 3 4 2

Rubric	Marks
characteristics of different media types. (As per explanation)	3

Q18. (a) What is the difference between a media strategist and a media planner? Set media objectives for a beauty care brand. 5 1 1

Rubric	Marks
difference between a media strategist and a media planner- 2 marks media objectives for a beauty care brand - 3 marks	5

(OR)

(b) Define advertising agencies. Explain the various roles and functions of an ad agency.

Rubric	Marks
Definition of advertising agencies - 2 marks Various roles and functions of an ad agency - 3 marks	5

Section 6 (Answer all question(s))

Marks CO BL

Q19. What do you mean by advertising research? Illustrate the importance of advertising research in context to campaign strategy. 3 4 3

Rubric	Marks
Definition of advertising research - 1 mark importance of advertising research in context to campaign strategy - 2 marks	3

Q20.(a) Why is it important to measure advertising effectiveness? Discuss pre and post measures to evaluate advertising effectiveness.

5 2 4

Rubric	Marks
Importance of measuring advertising effectiveness - 2 marks pre- and post measures to evaluate advertising effectiveness - 3 marks	5

(OR)

(b) How does an organization sustain global competition? Discuss the three competitive advertising strategies of a retail company.

Rubric	Marks
As per explanation, organisation sustaining global competition - 2 marks three competitive advertising strategies of a retail company - 3marks	5

Section 7 (Answer all question(s))

Marks CO BL

Q21. Ather Energy, makers of one of the leading electric scooter manufacturers in the country, has recently upgraded its flagship electric scooter with the third-generation iteration, dubbed the Ather Energy 450X Gen 3. The scooter offers a more powerful electric motor that can produce an equivalent of 8.7 bhp of power and an ARAI-certified riding range of 146 km. Besides, Ather's already well-engineered scooter body is now even better built thanks to an all-aluminum frame. It also gets a new tread profile for the tires, as well as a new tyre pressure monitoring system accessory. The digital dashboard has been upgraded with more RAM to make operations smoother and easier. All things considered, the Ather 450X Gen 3 is arguably the best electric scooter that you can buy in India. From ride quality to build and overall experience, this is one of the most premium electric scooters on Indian roads right now. While its top-spec variant, the 450X with Pro Pack, is targeted toward the youth and is priced at Rs 1.28 lakh ex-showroom Delhi (including state government subsidies and also depending on the city of purchase). It will take on the likes of the TVS iQube, Ola S1 and S1 Pro, Hero Vida V1, Bajaj Chetak, etc. Assuming that you are being retained by the company as a marketing communication consultant to assess and evaluate the prospects for the new variant and offer your future course of action specifically in the current competitive scenario in this category.

10 4 5

Questions :

- (i) Prepare a precise integrated marketing communication program for the new scooter.
- (ii) How would you measure the advertising effectiveness of the above campaign? Discuss

Rubric	Marks
As per explanation to the case study	10
