

Enrollment No.....



Faculty of Management Studies

End Sem Examination Dec-2023

MS5EM03 Integrated Marketing Communication

Programme: MBA

Branch/Specialisation: Management

/ Marketing

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. Non-personal communications regarding an organization, product, service or an idea not directly paid for or run under identified sponsorship is called- **1**
- (a) Public relations (b) Publicity
- (c) Both (a) & (b) (d) Advertisement
- ii. _____ is/are one of the key features of IMC. **1**
- (a) Identity tools
- (b) business tools
- (c) Using marketing communication tools
- (d) Marketing research
- iii. _____ is an effective visual presentation method that may be created using specialised software, or even by hand. **1**
- (a) Seaboards (b) Billboards
- (c) Hear boards (d) Storyboards
- iv. Which of the following is NOT a major category in a company's promotion mix? **1**
- (a) Sales promotion (b) Strategic positioning
- (c) Direct marketing (d) Advertising
- v. This model used to explain how advertising works- **1**
- (a) Action, interest, desire, attention model
- (b) Advertisement, interest, demand, acquire model
- (c) Attraction, interest, desire, attention model
- (d) Attention, interest, desire, action model

[2]

- vi. _____ is magazine, newspaper, or website content that looks and reads like that publication's content but is actually a paid advertisement. **1**
 (a) Advertorial (b) Public relations
 (c) Both (a) & (b) (d) Advertorial visualisation
- vii. The recent trending advertisement campaign 'The sweet truth' launched by Colgate has been designed by which ad agency? **1**
 (a) Ogilvy & Mather (b) Hindustan ad agency
 (c) WPP plc (d) Both (a) and (c)
- viii. The _____ is the foundation of any advertising or marketing campaign. **1**
 (a) Research (b) Target segment
 (c) Creative brief (d) Media planning
- ix. _____ is the process of measuring the impact of your marketing or advertising efforts against your _____. **1**
 (a) Customer centricity, advertisement goals
 (b) Competition research, market parameters
 (c) Campaign measurement, campaign goals
 (d) None of these
- x. Dividing the market based on age, income, educational qualification, is known as: **1**
 (a) Demographic segmentation
 (b) Psychographic segmentation
 (c) Both (a) & (b)
 (d) None of these
- Q.2 i. How is promotion mix different from the integrated marketing communications? **4**
 ii. Differentiate between the 'publicity' and 'public relations' tools used in IMC? **6**
- OR iii. Explain why 'interactive marketing' as a tool is gaining acceptance amongst marketers. **6**
- Q.3 Write short notes on any two:
 i. Use of Advertising appeals. **5**
 ii. DAGMAR approach in advertising. **5**
 iii. Relevance of copy design and development in the IMC process. **5**

[3]

- Q.4 i. Differentiate between advertorials and informercials. **3**
 ii. Explain the creative concept development process in context of IMC. **7**
- OR iii. Justify with suitable arguments and examples whether AIDA model still relevant in today's dynamic advertisement arena? **7**
- Q.5 i. Mention names of any two famous ad agencies with their campaigns. **3**
 ii. Discuss the media planning and strategy issues that can be encountered by the firms. **7**
- OR iii. Explain any two different types of available media types with their characteristics and associated pros and cons. **7**
- Q.6 Attempt any two
 i. Explain how can you test and refine your radio ad before airing it. **5**
 ii. Write a short note on 'traditional Vs digital media campaigns'. **5**
 iii. Elaborate on how can market research be used to measure advertisement effectiveness. **5**

[4]

[1]

Marking Scheme
MS5EM03(T)- Integrated Marketing
Communication

Q.6

i.	As per explanation	5
ii.	As per explanation	5
iii.	As per explanation	5

Q.1	i)	b		1
	ii)	c		1
	iii)	d		1
	iv)	b		1
	v)	d		1
	vi)	a		1
	vii)	c	wpp PLC	1
	viii)	c		1
	ix)	c		1
	x)	a		1
Q.2	i.	As per explanation		4
	ii.	6 points-	1x6	6
OR	iii.	As per explanation		6
Q.3		Write short notes on the following topics	(attempt any two)	
	i.	As per explanation		5
	ii.	As per explanation		5
	iii.	As per explanation		5
Q.4	i.	2 points-	2x1.5	3
	ii.	As per explanation		7
OR	iii.	As per explanation		7
Q.5	i.	2 names and example –	2x1.5=3	3
	ii.	Planning and strategy related explanation both	(2x3.5)	7
OR	iii.	2 Media types-	1 marks	7
		Characteristics of both media types-	2 marks	
		Pros & cons-	4 marks	