

Enrollment No.....



Faculty of Management Studies

End Sem Examination Dec 2024

MS3EM06 Integrated Marketing Communication

Programme: BBA

Branch/Specialisation: Management

**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.

		Marks	BL	PO	CO	PSO
Q.1	i. IMC involves the integration of which of the following elements?	1	1	2	1	
	(a) Price and distribution					
	(b) Public relations, advertising, personal selling, and promotions					
	(c) Product development and pricing					
	(d) External and internal communication channels					
	ii. Which of the following is NOT a component of the IMC mix?	1	1	2	1	
	(a) Direct marketing					
	(b) Personal selling					
	(c) Advertising					
	(d) Product placement					
	iii. What type of advertising aims to build a positive image or reputation of an organization?	1	1	2	2	
	(a) Informative advertising					
	(b) Institutional advertising					
	(c) Persuasive advertising					
	(d) Direct response advertising					
	iv. In advertising, what is the term "appropriation" referring to?	1	1	2	2	
	(a) The process of appropriating advertising ideas					
	(b) The budget allocated for advertising campaigns					
	(c) The design of the advertising copy					
	(d) The legal use of copyrighted material					

[2]

v.	Which of the following best defines e-commerce in the context of IMC?	<b>1</b>	1	2	3
	(a) Selling products in physical stores				
	(b) Marketing products through online platforms and digital channels				
	(c) Conducting public relations activities online				
	(d) Using direct mail for marketing				
vi.	Publicity can be differentiated from advertising because:	<b>1</b>	1	2	3
	(a) Publicity involves paid media channels				
	(b) Publicity is typically earned media and not directly controlled by the company				
	(c) Publicity focuses on increasing immediate sales				
	(d) Publicity is only used for public relations				
vii.	Which of the following is the second step in the AIDA model?	<b>1</b>	1	2	4
	(a) Important				
	(b) Improvement				
	(c) Intention				
	(d) Interest				
viii.	What does 'visualization' mean in the context of creative ideas?	<b>1</b>	1	2	4
	(a) Imagining how the message will look to customers				
	(b) Writing a long essay about the product				
	(c) Using visual effects in advertising				
	(d) Copying competitors' advertisements				
ix.	What is media planning in IMC?	<b>1</b>	1	2	5
	(a) Creating the advertisement content				
	(b) Deciding where, when, and how often to run ads				
	(c) Designing the advertising campaign of product				
	(b) Creating social media posts				
x.	Television is which type of media?	<b>1</b>	1	2	5
	(a) Digital media				
	(b) Print media				
	(c) Broadcast media				
	(d) Outdoor media				
Q.2	i. Explain the role of integrated marketing communications in the marketing process.	<b>4</b>	2	10	1
	ii. Discuss the IMC planning process and the steps involved in developing an IMC strategy.	<b>6</b>	2	3	1

[3]

OR	iii. Describe the importance of IMC partners and industry organizations in the effective implementation of an IMC strategy.	<b>6</b>	3	3	1
Q.3	i. Define PR. Write its types.	<b>2</b>	2	10	2
	ii. Discuss the different types of advertising and their roles in an IMC strategy.	<b>8</b>	2	10	2
OR	iii. What is the DAGMAR approach in advertising? Explain its key concepts in detail.	<b>8</b>	2	10	2
Q.4	i. Explain event management with examples.	<b>4</b>	2	3	3
	ii. Explain how direct marketing and direct response methods are used to drive immediate sales in an IMC strategy.	<b>6</b>	3	10	3
OR	iii. What is E-commerce? What are its benefits for businesses in the IMC framework?	<b>6</b>	2	10	3
Q.5	i. What is the creative concept in IMC, and why is it important?	<b>4</b>	2	10	4
	ii. What is the AIDA model, and how does it help in creating messages in IMC?	<b>6</b>	3	10	4
OR	iii. What are communication appeals, and how are they used in advertising?	<b>6</b>	3	10	4
Q.6	Attempt any two:				
	i. Explain the different types of advertising agencies and their roles in IMC.	<b>5</b>	2	3	5
	ii. Write a short note on client-agency relationship.	<b>5</b>	3	3	5
	iii. Discuss types of media along with their key characteristics.	<b>5</b>	2	3	5

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## Marking Scheme

### MS3EM06 (T) Integrated Marketing Communication (T)

Q.1	i)	b) Public relations, advertising, personal selling, and promotions	1
	ii)	d) Product Placement	1
	iii)	b) Institutional advertising	1
	iv)	b) The budget allocated for advertising campaigns	1
	v)	b) Marketing products through online platforms and digital channels	1
	vi)	b) Publicity is typically earned media and not directly controlled by the company	1
	vii)	d) Interest	1
	viii)	a) Imagining how the message will look to customers	1
	ix)	b) Deciding where, when, and how often to run ads	1
	x)	c) Broadcast Media	1

Q.2	i.	Any 4 roles of Integrated Marketing Communications	4
		-4	
	ii.	Discuss the IMC planning process – 3marks	6
		IMC strategy for each step -3marks	
OR	iii.	Importance of IMC partners and industry organizations in the- 3	6
		effective implementation of an IMC strategy. - 3	

Q.3	i.	Definition of PR. -1 mark	2
		Names of the types - 1 mark	
	ii.	different types of advertising -4 marks	8
		And their roles in an IMC strategy. -4 marks	
OR	iii.	What is the DAGMAR approach in advertising? Explain its key concepts in detail.	8

DAGMAR full form and definition	- 2 marks
Key concept	- 4 marks
Example	- 2 marks

Q.4		Event management definition.	-2 marks	4
		Examples	-2 marks.	
	ii.	Concept of direct marketing methods	- 2 marks	6
		direct response methods	-2 marks	
		How these methods are used to drive immediate sales in an IMC strategy.	- 2 marks	
OR	iii.	What is E-commerce?	-2 marks	6
		Key concept and benefits	- 4 marks	
Q.5	i.	What is the creative concept in IMC-	-2 marks	4
		Important	- 2 marks	
	ii.	Definition- AIDA model	- 2 marks	6
		Explanation of AIDA model in creative concept visualization	- 4 marks	
OR	iii.	Types of communication appeals with examples	- 3x2 marks	6

Q.6		Attempt any two:		
	i.	Any 5 types of <b>advertising agencies</b> with their roles in IMC.	5	
			- 5 marks	
	ii.	Introduction of client-agency relationship.	-4 marks	5
		Diagram	- 1 mark	
	iii.	Any 5 types of media along with its 4 characteristics.	-5 marks	5

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