



End Term (Odd) Semester Examination November 2025

Roll no.....

Name of the Course and semester: MBA

Name of the Paper: Integrated Marketing Communication

Paper Code:MB303 MK 2

Time: 3 hour

Maximum Marks: 100

Note:

- (i) This question paper contains two Sections-Section A and B
- (ii) Both Sections are compulsory
- (iii) Answer any two sub questions from a, b & c in each main question of Section A. Each sub question carries 10 marks.
- (iv) Section B, consisting of a case study, is compulsory. It is of 20 Marks.

Section A

Q1. (2X10=20 Marks)

- a. Explain the concept of Integrated Marketing Communications (IMC). How does IMC differ from traditional promotional approaches? CO1
- b. Discuss the major elements of the promotional mix and their role in the IMC framework. CO1
- c. Describe the ethical and regulatory issues that affect marketing communications in India. Give suitable examples. CO1

Q2. (2X10=20 Marks)

- a. Explain the market segmentation process and discuss how segmentation bases are used in IMC planning. CO2
- b. What is the DAGMAR approach? Explain its relevance in setting IMC objectives. CO2
- c. Discuss the hierarchy of Marcom effects. How does it help in objective setting and budgeting decisions? CO2

Q3. (2X10=20 Marks)

- a. Describe the advertising management process. What are the key stages involved? CO3
- b. Evaluate the role of digital media—online, mobile, and social media—in modern advertising strategy. CO3
- c. What is media planning? Explain the major steps and tools used in media planning and analysis. CO3

Q4. (2X10=20 Marks)

- a. Define sales promotion. How does consumer sales promotion differ from trade promotion? CO4
- b. Discuss sampling, couponing, and premiums as consumer sales promotion tools. Provide suitable examples. CO4
- c. Explain the nature of sales promotion and its role in supporting other IMC elements. CO4



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Section B

Q5. Case Study

(20 Marks)

Case Study: Launch of “NutriGo” – A Healthy Snack Brand

“NutriGo,” a new healthy snack start-up, is preparing to launch its range of protein bars and baked chips in the Indian market. Since the brand has a limited advertising budget, the marketing team decides to rely heavily on other IMC tools beyond traditional advertising.

To build credibility, the company begins with a Public Relations (PR) campaign that includes press releases, nutrition expert endorsements, and participation in health-focused workshops.

Next, NutriGo invests in content marketing by creating blog posts, short recipe videos, and influencer-led Instagram reels showing how to incorporate NutriGo snacks into daily diets. Engagement begins to grow steadily among young working professionals.

The brand then enters into a sponsorship agreement with a popular city marathon, where NutriGo becomes the official energy snack partner. This gives the product wide exposure to fitness enthusiasts.

NutriGo also redesigns its packaging, focusing on a clean, eco-friendly look with clear nutritional labeling to appeal to health-conscious customers. Additionally, the company uses Point-of-Purchase (POP) displays in supermarkets—bright, eye-catching stands placed near checkout counters.

To drive conversions in modern retail stores, they train a small personal selling team to offer product samples and explain health benefits to shoppers.

Three months after launch, the brand conducts an effectiveness measurement exercise, evaluating PR coverage, content engagement rates, sales uplift in POP display stores, and customer feedback on packaging.

NutriGo now wants to assess which IMC tool delivered the strongest impact on brand awareness and purchase intention.

Q1. Evaluate the effectiveness of NutriGo’s use of three IMC tools—Public Relations, Content Marketing, and Sponsorships—in creating brand awareness. Which tool do you think provided the highest impact and why? CO5

Q2. Discuss how packaging, POP communications, and personal selling contributed to NutriGo’s purchase intention. How can the company measure the effectiveness of each tool? CO5.