



Fourth Semester MBA Degree Examination, June/July 2026
Integrated Marketing Communication

Time: 3 hrs.

Max. Marks: 100

*Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.**2. Question No. 8 is compulsory.**3. M : Marks , L: Bloom's level , C: Course outcomes.*

			M	L	C
Q.1	a.	Define Integrated Marketing Communication (IMC).	3	L1	CO1
	b.	Summarize in detail the IMC Planning Model.	7	L2	CO1
	c.	Explore the Communication Process.	10	L4	CO1
Q.2	a.	Recall Competitive Parity Method.	3	L1	CO2
	b.	Explain Criteria of selection of ad agencies.	7	L2	CO1
	c.	Justify in detail the DAGMAR Approach.	10	L5	CO2
Q.3	a.	Define Media Planning.	3	L1	CO1
	b.	Summarize the factors & problems of Media Planning.	7	L2	CO2
	c.	Infer Print Advertisement.	10	L6	CO2
Q.4	a.	Define Direct Marketing.	3	L1	CO3
	b.	Explain Direct marketing, its Pros and Cons.	7	L2	CO2
	c.	Summarize in detail Sales promotion tools/techniques.	10	L2	CO3
Q.5	a.	Recall Consumer Jury Method.	3	L1	CO3
	b.	Summarize Advertising Effectiveness Measurement.	7	L2	CO4
	c.	Explore Post-test advertising message research.	10	L4	CO4
Q.6	a.	Define International Advertising.	3	L1	CO3
	b.	Explain Regulations of Advertisement.	7	L2	CO4
	c.	Summarize in detail Advertising Standards Council of India (ASCI) Chapter-III.	10	L2	CO4
Q.7	a.	Distinguish between Advertising and Sales Promotion.	3	L3	CO3
	b.	Evaluate in detail Intellectual Property Rights.	7	L5	CO4
	c.	Demonstrate TV as the medium and its ways to measure size of audience.	10	L3	CO3

Compulsory Question:

Q.8	A health drink called Malt-K was manufactured by a Company based in Mumbai. This beverage was consumed by children during lunch hour at school. Children need healthy drink for their growth. This company also manufactured several beverages of which Malt-K had the most market share. The taste was liked by Children and most parents bought it. It was reasonably priced, and was available in packets and jars. After successfully selling this product for ten years like any other product, this product too showed signs of decline, concerned by this, the company stepped up its advertisement using multiple media. Ad was given in children's magazine. Essentially TV as a media using sports channel was chosen to show the benefit of consuming this drink by children, since sports channel was very popular. The company also found that though there was competition, it was not a threat. However, in the light of declining trend, the company wanted to give new lease of life/push to the product. Therefore, they decided to introduce some promotion measures, so as to increase the sale. Questions: a. Suggest Promotion measures to boost the sales. Choose among and give reasons for choosing it. i) Price discount ii) Volume discount iii) Shelf Display iv) Contest v) Sweepstake vi) Coupon redemption. b. Describe the Ad campaign that you would undertake to extend the life of the product.	10	L3	CO4
		10	L1	CO4
