



Name:	
Enrolment No:	

UPES
End Semester Examination, December 2024

Course: Integrated Marketing Communication Program: Intg. BBA- MBA/ BBA- Core (Mktg. Splz.) B1, B2 Course Code: MKTG 2036	Semester: III Time : 03 hrs. Max. Marks: 100
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Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Attempt all questions:	2 Marks	CO1
i.	The term 'media mix' in IMC refers to: A) The variety of products offered by a company B) The mix of digital and physical products C) The combination of different media channels used in a campaign D) A hybrid approach to PR and advertising	2 Marks	CO1
ii.	In the FCB model, which quadrant would most likely include high-involvement and rational products? A) High involvement / Thinking B) High involvement / Feeling C) Low involvement / Thinking D) Low involvement / Feeling	2 Marks	CO1
iii.	Which of these best exemplifies a "pulsing" media scheduling strategy? A) Running ads during only specific high-demand months B) Alternating between heavy advertising during peak times and maintaining low-level ads during off-times C) Constant advertising throughout the year D) Running no advertisements for half the year, then a continuous burst	2 Marks	CO1
iv.	DAGMAR is a concept used to set: A) Product prices B) Advertising objectives C) Sales targets D) Production quotas	2 Marks	CO1

v.	<p>The primary purpose of copy testing is to:</p> <p>A) Determine the message's alignment with the brand image B) Ensure compliance with legal advertising standards C) Test the advertisement's effectiveness with the target audience D) Select the appropriate media channels</p>	2 Marks	CO1
vi.	<p>Any paid type of non-personal promotion and presentation of goods, services or ideas by an identified sponsor is:</p> <p>a) Sales promotion b) Direct marketing c) Events and experiences d) Advertising</p>	2 Marks	CO1
vii.	<p>Several programs planned to protect or promote a company's image, or its products is known as:</p> <p>a) Sales promotion b) Direct marketing c) Events and experiences d) Public relations and publicity</p>	2 Marks	CO1
viii.	<p>Which of the following is an example of trade-oriented sales promotion?</p> <p>A) Coupons for end consumers B) Discounts to retailers C) Social media marketing D) Public relations event</p>	2 Marks	CO1
ix.	<p>Which of the following is a primary advantage of personal selling?</p> <p>A) Low cost per customer B) High level of customization C) Broad audience reach D) Easy to automate</p>	2 Marks	CO1
x.	<p>In IMC, 'target marketing' refers to:</p> <p>A) Promoting products to all consumers B) Focusing marketing efforts on a specific segment of consumers C) Setting prices based on competition D) Expanding the product line</p>	2 Marks	CO1

SECTION B
4Qx5M= 20 Marks

Q.2	Define DAGMAR approach of advertising objectives. Also state the features of DAGMAR approach.	5 Marks	CO2
Q.3	Write short notes on: a) Advertising Boutique b) ROI <i>Or</i> Green washing	5 Marks	CO2
Q.4	Explain consumer-oriented sales promotions with suitable examples.	5 Marks	CO2
Q.5	Suggest a detailed media mix for a healthcare brand aiming to increase awareness about its new wellness program.	5 Marks	CO2
SECTION-C 3Qx10M=30 Marks			
Q.6	Discuss some of the problems associated with psychoanalytic theory and its applications to understanding consumer behavior. Explain with suitable examples.	10 Marks	CO3
Q.7	The internet has changed the advertising environment forever. Discuss the impact the Internet has had on advertising and discuss what this has meant for traditional media.	10 Marks	CO3
Q.8	There have always been attempts to directly measure the effects of advertising on sales. At the same time, there are many who believe that this is rarely possible. Why it is so difficult to establish a relationship between advertising and sale? <i>Or</i> Discuss the role of ethics in advertising and promotion. How do ethical considerations differ from legal considerations in developing an integrated marketing communications program?	10 Marks	CO3
SECTION-D 2Qx15M= 30 Marks			
Q.9	You are the global marketing director for a food and beverage brand that is expanding into new international markets. Your goal is to maintain brand consistency across all regions while adapting to local cultures and consumer behaviors. You need to create an IMC plan that achieves global consistency while allowing for local flexibility. a) Given that media consumption habits vary across countries, how would you select IMC channels in different markets?	Marks 15	CO4

	b) How would you collaborate with local marketing teams to ensure that the IMC campaign resonates with local consumers while maintaining brand consistency?		
Q.10	<p>An energy drink company collaborates with social media influencers to promote its products. However, some influencers fail to disclose their sponsorships, and others promote excessive consumption, which may have health risks.</p> <p>a) Is it ethical to use influencers with predominantly teenage followers to market energy drinks? Why or why not?</p> <p>b) Discuss the ethical implications of failing to disclose paid promotions in influencer marketing.</p>	Marks 15	CO4