



BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – M.Sc.(MSJ)-2024

Course Name – Integrated Marketing Communication

Course Code - MSJ10104

(Semester I)

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Which of the following is a key feature of Integrated Marketing Communication (IMC)?
- a) Focus on a single marketing channel
 - b) Consistent brand messaging across all channels
 - c) Emphasis on personal selling only
 - d) Ignoring consumer feedback
- (ii) The evolution of IMC was primarily driven by:
- a) The rise of digital media
 - b) Increased competition and fragmented media
 - c) A decrease in advertising budgets
 - d) The advent of television advertising
- (iii) Identify the primary purpose of advertising?
- a) To offer direct sales
 - b) To inform, persuade, and remind consumers
 - c) To conduct market research
 - d) To distribute products
- (iv) Explain how does advertising contribute to Integrated Marketing Communications (IMC)?
- a) By solely focusing on digital channels
 - b) By maintaining consistency in messaging across various channels
 - c) By limiting communication to internal stakeholders
 - d) By emphasizing price reductions only
- (v) Infer what is an emotional reaction test used for?
- a) Evaluating customer satisfaction with product delivery
 - b) Measuring how consumers feel about a marketing message
 - c) Tracking competitor actions
 - d) Checking sales effectiveness
- (vi) How would you apply direct response media to boost online sales?
- a) Use online banner ads that link to product pages
 - b) Send printed catalogues to customers
 - c) Focus only on PR activities
 - d) Use only event sponsorship

- (vii) How would you integrate QR codes into a direct marketing strategy?
- Use them on print ads to direct customers to online content
 - Avoid using them for product promotions
 - Only use them in TV commercials
 - Ignore them for direct mail campaigns
- (viii) Analyze the steps involved in the IMC planning process.
- Situation analysis, budget allocation, implementation
 - Audience segmentation, message design, evaluation
 - Market research, audience targeting, media selection
 - All of these
- (ix) Summarize the types of sales promotions available to marketers.
- Discounts, coupons, contests, and samples
 - Only discounts and coupons
 - Only contests and giveaways
 - None of these
- (x) Analyze how social media marketing can enhance brand engagement.
- It limits interaction to one-way communication
 - It fosters two-way communication and community building among users
 - It is only effective for large brands
 - It has no measurable impact on sales
- (xi) Differentiate between direct marketing and traditional marketing methods.
- Direct marketing focuses on personalized outreach; traditional marketing uses mass communication
 - Both methods are identical
 - Traditional marketing is more cost-effective than direct marketing
 - Direct marketing is only applicable online
- (xii) Assess the impact of ad blockers on online advertising effectiveness.
- They have no effect on ad visibility
 - They can significantly reduce ad impressions and engagement rates
 - They increase consumer trust in advertisements
 - They are only used by a small percentage of users
- (xiii) Analyze how mobile apps can enhance direct marketing efforts.
- They limit user interaction with brands
 - They provide personalized experiences through push notifications and targeted promotions
 - They are irrelevant to consumer behavior
 - They increase costs without benefits
- (xiv) Evaluate the effectiveness of direct marketing strategies utilized on the Internet.
- They are less personalized than traditional marketing methods
 - They allow for targeted outreach and measurable results
 - They have no impact on consumer engagement
 - They are only relevant for large corporations
- (xv) Summarize the main components involved in implementing an effective Internet marketing strategy within IMC.
- Only advertising and public relations
 - Advertising, public relations, direct marketing, and sales promotions
 - Focus solely on social media platforms
 - None of these

Group-B
(Short Answer Type Questions)

3 x 5=15

- Identify key strategies used in trade promotions. (3)
- Describe the role of IMC in marketing. (3)
- Illustrate how the AIDA model can be used in IMC to guide promotional efforts. (3)
- Analyze the effectiveness of direct marketing. (3)
- Critique the effectiveness of sales promotion in brand building. (3)

OR

Evaluate the effectiveness of a sales promotion campaign. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Explain the communication process within IMC and analyze how noise can affect the transmission of a message across different channels. (5)
8. Analyze the role of direct marketing in IMC and discuss how it complements other communication tools in an integrated strategy. (5)
9. Discuss the different types of PR activities and analyze the tools used for effective public relations. (5)
10. Differentiate between traditional and alternative response hierarchy models in marketing communications and assess their relevance to modern digital marketing strategies. (5)
11. Critically assess the challenges in setting objectives for a sales promotion campaign and propose solutions to address these challenges. (5)
12. Formulate a step-by-step IMC planning process and explain the importance of each step in achieving an effective marketing campaign. (5)

OR

Apply direct marketing tools to improve customer retention in a service-based business. (5)

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