18022

BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – MBA-2024
Course Name – Integrated Marketing Communication
Course Code - MBA30202A
(Semester III)

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) Describe the role of advertising in IMC.
a) A long-term investment b) A recruitment activity
c) Paid mass communication d) Public announcement

(ii) Match the promotional tool with its definition: PR.
a) Paid promotion b) Face-to-face sales
c) Managing public image d) Sending SMS

(iii) Label the promotional tool used in influencer marketing.
a) Public Relations b) Personal Selling
c) Direct Marketing d) Digital Marketing

(iv) Identify the organization element in planning IMC.
a) Brand loyalty b) Team building
c) Target Audience Identification d) Salesperson hiring

(v) Indicate the sequence of consumer response in AIDA.
a) Awareness, Evaluation, Desire, Purchase b) Interest, Desire, Awareness, Action
c) Attention, Interest, Desire, Action d) Trial, Interest, Action, Attention

(vi) Interpret the meaning of 'Comprehension' in Information Processing Model.
a) Ignoring the ad b) Understanding the ad message
c) Sharing on social media d) Pricing evaluation

(vii) Indicate what 'persuasion' means in ELM.
a) Delivering emotional visuals b) Influencing attitudes based on involvement
c) Choosing TV ads d) Skipping logic

(viii) Write the functions of advertising in consumer education.
a) Informing about discounts b) Persuading unethical behavior
c) Informing product benefits and usage d) Promoting luxury only

(ix) Explain how in-house departments differ from agencies.
a) In-house lacks control b) Agencies provide faster approval

c) Agencies offer creative diversity
d) Departments lack branding

(x) Illustrate how Zomato uses humor in IMC.

a) By comparing specs
b) With witty posts during trending events
c) By legal promotions
d) Using bland messaging

(xi) Analyze how loyalty programs impact repeat purchase behavior.

a) They confuse consumers
b) They reduce engagement
c) They encourage brand switching
d) They enhance customer retention

(xii) Explain why contests work well for young consumers.

a) They involve chance
b) They create suspense only
c) They encourage engagement through fun
d) They are expensive

(xiii) Evaluate how effective PR strategy supports branding.

a) By ignoring media
b) By creating crises
c) Through consistent messaging and reputation building
d) By limiting outreach

(xiv) Illustrate use of cashback in e-commerce strategies.

a) Drives repeat purchases and builds platform loyalty
b) Increases abandonment
c) Confuses buyers
d) None

(xv) Measure the impact of influencer-generated content on digital engagement.

a) Reduces interest
b) Boosts authenticity and reach
c) Is outdated
d) Lacks audience interaction

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Describe the first two steps in the IMC planning process. (3)
3. Differentiate publicity from advertising in terms of cost and control. (3)
4. Prepare a brief outline of an ad campaign promoting eco-friendly packaging. (3)
5. Illustrate the difference in media strategy between luxury and mass-market brands. (3)
6. Estimate the influence of mobile apps on consumer purchase decisions. (3)

OR

Measure the effectiveness of push notifications in mobile marketing strategies. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Explain the stages of the AIDA model with reference to a product launch. (5)
8. Apply the 5M framework of advertising to design an effective campaign for a new mobile app. (5)
9. Distinguish between the steps involved in traditional and digital PR processes. (5)
10. Assess the impact of visual storytelling on brand recall. (5)
11. Evaluate the overall impact of digital IMC strategies on business performance. (5)
12. Compare digital coupons with traditional paper-based coupons in terms of reach and effectiveness. (5)

OR

Distinguish loyalty programs from contests in consumer engagement. (5)

****