17098

BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – BBA-Hons-2023
Course Name – Integrated Marketing Communication
Course Code - BBA50114
(Semester V)

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) Define which of the following best describes Integrated Marketing Communication (IMC).

a) A strategy for reducing marketing costs
b) Coordination of all promotional tools
c) Exclusive use of digital marketing
d) Use of personal selling only

(ii) Identify the main goal of IMC.

a) Increase sales overnight
b) Create inconsistent brand messages
c) Deliver a consistent message across platforms
d) Maximize advertising spend

(iii) Describe the role of IMC in marketing.

a) Promotes internal conflicts
b) Increases brand confusion
c) Integrates and aligns communication efforts
d) Focuses only on packaging

(iv) Define the term "marketing communication."

a) Communicating HR policies
b) Any message from consumer to company
c) Efforts used to promote and communicate product value
d) Internal meetings

(v) Identify which of the following is a component of the marketing communication mix.

a) Recruitment
b) Operations
c) Advertising
d) Manufacturing

(vi) Identify a key characteristic of IMC.

a) Disintegration
b) Conflicting messaging
c) Unified communication
d) Irregular promotion

(vii) Define the term "synergy" in the context of IMC.

a) Conflict in departments
b) Duplication of efforts
c) Combined effect greater than individual parts
d) Increased production

(viii) Examine the use of sponsorships in IMC.

a) Ignoring brand exposure
b) Passive marketing
c) Associating brand with events or entities
d) Printing brochures only

(ix) Define the role of IMC in the product life cycle.

a) Increases fixed costs
b) Reduces product value
c) Aligns communication at each stage
d) Disrupts brand growth

(x) Explain the concept of media planning.

a) Scheduling customer visits
b) Managing warehouse logistics
c) Choosing appropriate media and timing
d) Creating media content

(xi) Describe the term "reach" in media planning.

a) Number of times an ad is repeated
b) Total media cost
c) Percentage of target exposed to the message
d) Days ad is shown

(xii) Select the best time to advertise cold drinks.

a) Winter
b) Monsoon
c) Summer
d) Late night

(xiii) Describe the purpose of using a celebrity in advertising.

a) Reduce costs
b) Attract legal attention
c) Enhance credibility and recall
d) Avoid brand loyalty

(xiv) Select the primary benefit of digital advertising.

a) High production cost
b) Mass reach with personalization
c) Limited interactivity
d) Slow feedback

(xv) Examine the role of POP (Point-of-Purchase) displays.

a) Increase shipping costs
b) Enhance product visibility at retail
c) Confuse customers
d) Focus on B2B sales

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Define the concept of marketing communication. (3)
3. Describe the role of the sender in the communication process. (3)
4. Define Integrated Marketing Communication (IMC). (3)
5. Describe the importance of consistency in IMC. (3)
6. Explain the meaning of event marketing. (3)

OR

Explain the concept of interactive marketing. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Define the role of IMC in the marketing process. (5)
8. Describe the internal factors affecting the marketing communication mix. (5)
9. Discuss the major objectives of advertising. (5)
10. Explain how a new startup launching a health drink can use early bird pricing and social media influencers to promote a product launch event. (5)
11. Explain the importance of customer engagement in interactive marketing. (5)
12. A kids' snack brand promotes a free-to-play online game but collects personal data without consent. Assess the ethical and legal violations and recommend corrective measures. (5)

OR

A local bakery runs a campaign combining Instagram reels, SMS offers, and newspaper ads. Evaluate how effectively this campaign follows the principles of integrated marketing communication. (5)