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Library
Brainware University
398, Ramkrishnapur Road, Barasat
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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – B.Sc.(MSJ)-Hons-2023

Course Name – Marketing Communications

Course Code - BMJ60116

(Semester VI)

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) Identify the core idea of Integrated Marketing Communication (IMC).
 - a) Use of single promotional tool
 - b) Coordination of all promotional tools
 - c) Focus only on advertising
 - d) Emphasis on sales force
- (ii) Distinguish between sales objectives and communication objectives.
 - a) Both focus on awareness
 - b) Sales objectives focus on revenue, communication on awareness
 - c) Communication objectives focus on profit
 - d) Both are identical
- (iii) Demonstrate the difference between advertising and sales promotion.
 - a) Both are long-term
 - b) Sales promotion offers incentives
 - c) Advertising targets dealers
 - d) Both avoid media
- (iv) Use advertising to reinforce brand positioning.
 - a) Random visuals
 - b) Unified brand message
 - c) Price reductions
 - d) Trade margins
- (v) Relate advertising advantages to brand performance.
 - a) Reduced recall
 - b) Improved brand awareness
 - c) Distribution conflict
 - d) Dealer resistance
- (vi) Modify an advertising campaign to improve effectiveness.
 - a) Reduce reach
 - b) Revise creative appeal
 - c) Eliminate frequency
 - d) Ignore feedback
- (vii) Demonstrate the use of QR codes in campaign evaluation.
 - a) Tracking audience response
 - b) Improving package design
 - c) Enhancing visuals
 - d) Reducing ad cost
- (viii) Employ emotional reaction tests to assess.
 - a) Audience feelings toward ads
 - b) Media reach
 - c) Sales margin
 - d) Distribution speed

- (ix) Apply ethical judgment while designing comparative advertising by.
- Using factual comparisons
 - Distorting competitor data
 - Mocking rivals
 - Making unverifiable claims
- (x) Modify a misleading advertisement to make it ethical by.
- Removing false claims
 - Increasing exaggeration
 - Hiding disclaimers
 - Using stereotypes
- (xi) Sketch a basic evaluation framework for an IMC campaign by identifying.
- Message and behavioral metrics
 - Distribution routes
 - Pricing models
 - Production costs
- (xii) Solve low response rate issues by applying.
- Campaign evaluation findings
 - Higher exaggeration
 - Increased clutter
 - Random media
- (xiii) Produce effective social media content by focusing on.
- Audience relevance
 - Excessive hashtags
 - Random posting
 - Over-promotion
- (xiv) Change a failing digital campaign by.
- Revising content strategy
 - Increasing clutter
 - Ignoring analytics
 - Reducing interaction
- (xv) Write a digital IMC objective by emphasizing.
- Measurable online engagement
 - Print reach
 - Store traffic only
 - Production output

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Group-B

(Short Answer Type Questions)

3 x 5=15

- Describe the concept of Integrated Marketing Communication (IMC). (3)
- Identify the major tools of direct marketing used in IMC. (3)
- Explain the concept of behavioural evaluation in marketing communication. (3)
- Employ email advertising as a tool for direct marketing communication. (3)
- Examine how search engine advertising and social media marketing can be combined to improve campaign performance. (3)

OR

- Illustrate and interpret the role of digital platforms in reorganizing traditional marketing communication strategies. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- Explain the evolution of Integrated Marketing Communication and the reasons for its growth in contemporary markets. (5)
- Illustrate how consumer promotion tools are used to influence buying behaviour. (5)
- Explain and develop a coordinated IMC approach by combining Public Relations, Direct Marketing, and Personal Selling. (5)
- Describe the concept of evaluation in Integrated Marketing Communication. (5)
- Formulate a comprehensive strategy for using search engine advertising and social media marketing together. (5)
- Examine the role of the Internet in strengthening Integrated Marketing Communication (IMC) strategies. (5)

OR

- Compare and contrast traditional advertising with advertising on the Internet. (5)
