MMPM–007

MASTER OF BUSINESS ADMINISTRATION (MBA)
Term-End Examination
June, 2025

MMPM–007 : INTEGRATED MARKETING COMMUNICATION

Time : 3 Hours   *Maximum Marks : 100*

Weightage : 70%

Note : *(i)* *Answer any* ***three*** *questions from Section A. Section B is compulsory.*

(ii) *All questions carry equal marks.*

Section—A

1. (a) Discuss briefly the constituents of IMC.

   (b) Discuss with an example why website is considered as a marketing tool.

2. (a) Distinguish strategic and creative consideration in the context of advertising campaign planning with reference to health drink brand.

   (b) Why does one need to measure advertising effectiveness ? Justify your answer.

3. (a) Launching a sales promotion campaign involves meticulous planning and effort. As a sales promotion campaign manager, what steps you will consider for successful launch of the sales promotion campaign ? Discuss.

   (b) Discuss any *five* sales promotion schemes with examples.

4. Write short notes on any *three* of the following :

   (a) Media Buying trends

   (b) Legal issues in IMC

(c)   SEO and Content Marketing

(d)   Public Relation techniques

(e)   Advantages and disadvantages of Direct Marketing

Section—B

5.   A globally recognized consumer appliance manufacture is poised to penetrate the Indian market through a newly established, wholly-owned subsidary. Boasting a vast portfolio of 15,000 models across 96 categories and a presence in 166 countries, the company aims to introduce a comprehensive range of appliances–televisions, washing machines, refrigerators, microwave ovens, and air conditioners–with an initial focus on the South Indian region. It wishes to develop a business plan with the objectives of increasing brand value, differentiating its products, and establishing strong distribution system.

Questions :

(a) What major factors should the company consider while designing its integrated marketing communication mix ?

(b) What sales promotion techniques can the company offer the retailers to push the company's products ?

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