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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA - IEV

SEM: II - THEORY EXAMINATION (20.... - 20.....)

Subject: Integrated Marketing Communication

Time: 3 Hours

Max. Marks: 100

General Instructions:*IMP: Verify that you have received the question paper with the correct course, code, branch etc.**1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.**2. Maximum marks for each question are indicated on right -hand side of each question.**3. Illustrate your answers with neat sketches wherever necessary.**4. Assume suitable data if necessary.**5. Preferably, write the answers in sequential order.**6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.***SECTION-A**

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1. Attempt all parts:-

- 1-a. _____publicity contribute to brand building in IMC. (CO1,K1) 1
- (a) By inreasing sales
- (b) By creating awareness
- (c) By reducing marketing efforts
- (d) By creating confusion
- 1-b. _____ is the key benefit of publicity in IMC. (CO1,K1) 1
- (a) Wide audience reach
- (b) Creating brand awareness
- (c) Maximizing budget allocation
- (d) Increasing customer loyalty
- 1-c. According to The Foote, Cone and Belding (FCB) Model in IMC, _____type 1
- of advertising appeals to consumer emotions. (CO2,K1)
- (a) Creative and innovative
- (b) Logical and rational
- (c) Technical and detailed
- (d) Conventional and traditional
- 1-d. According to the Elaboration Likelihood Model (ELM) in IMC, _____ is the 1
- role of peripheral cues in persuasion. (CO2,K1)
- (a) Serve as shortcuts

- (b) Provide detailed information
 - (c) Trigger emotional responses
 - (d) Enhance message clarity
- 1-e. _____ is a common challenge in implementing the DAGMAR model in IMC. (CO3,K1) 1
- (a) Allocating sufficient advertising budget
 - (b) Ensuring measurement accuracy
 - (c) Understanding target audience
 - (d) Designing creative advertisements
- 1-f. "A" stands for _____ in the DAGMAR model in IMC. (CO3,K1) 1
- (a) Assessment
 - (b) Analysis
 - (c) Advertising
 - (d) Allocation
- 1-g. _____. is the primary objective of using event sponsorships as a strategy in IMC. (CO4,K1) 1
- (a) To increase brand visibility and exposure
 - (b) To decrease advertising costs
 - (c) To minimize customer engagement
 - (d) To reduce production costs
- 1-h. _____ is the primary goal of using press releases as a publicity strategy in IMC. (CO4,K1) 1
- (a) To disseminate information to the media
 - (b) To increase social media followers
 - (c) To conduct market research
 - (d) To generate sales leads
- 1-i. _____ is the ethical principle emphasizes honesty and transparency in marketing communications. (CO5,K1) 1
- (a) Deception
 - (b) Integrity
 - (c) Exploitation
 - (d) Manipulation
- 1-j. _____ trend emphasizes the importance of creating authentic and transparent communication with consumers. (CO5,K1) 1
- (a) Transparency and authenticity
 - (b) Brand inconsistency
 - (c) Increased brand manipulation
 - (d) Traditional media advertising

2. Attempt all parts:-
- 2.a. Explain the importance of feedback mechanisms in IMC campaigns. (CO1,K2) 2
 - 2.b. Discuss the role of high involvement in shaping consumer attitudes according to the FCB model. (CO2,K2) 2
 - 2.c. Discuss any two challenges in implementing the DAGMAR model in modern advertising. (CO3,K2) 2
 - 2.d. Explain the importance of media relations in generating publicity. (CO4,K2) 2
 - 2.e. Analyze the impact of multimedia content on audience engagement. (CO5,K4) 2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. Describe how IMC supports the launch of new product. (CO1,K2) 6
- 3-b. Discuss the role of personal selling within an IMC strategy. (CO1,K2) 6
- 3-c. Evaluate how the FCB model assists in understanding consumer decision-making processes. (CO2,K5) 6
- 3-d. Explain the stages of the AIDA model in influencing consumer decision-making. (CO2,K2) 6
- 3.e. Describe the process of measuring advertising results using DAGMAR. (CO3,K2) 6
- 3.f. Evaluate the role of loyalty programs in customer retention. (CO4,K5) 6
- 3.g. Analyze the role of mobile marketing in reaching target audiences. (CO5,K4) 6

SECTION-C

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4. Answer any one of the following:-

- 4-a. Analyze the impact of emotional appeal in IMC campaigns. (CO1,K4) 10
- 4-b. Explain the role of personal selling within an IMC strategy. (CO1,K2) 10

5. Answer any one of the following:-

- 5-a. Evaluate the application of the FCB model in developing marketing campaigns. (CO2,K5) 10
- 5-b. Discuss how motivation and ability influence route selection in ELM. (CO2,K2) 10

6. Answer any one of the following:-

- 6-a. Discuss the impact of word-of-mouth marketing in MARCOM success. (CO3,K2) 10
- 6-b. Discuss the significance of customer engagement in MARCOM initiatives. (CO3,K2) 10

7. Answer any one of the following:-

- 7-a. Discuss the use of influencer marketing in publicity campaigns. (CO4,K2) 10
- 7-b. As a Marketing Head of an advertising company, Design the steps of a Television advertisement for a sports clothing company based in Europe. (CO4,K6) 10

8. Answer any one of the following:-

- 8-a. Explain in detail the evolution of the Digital Media. (CO5,K2) 10

- 8-b. Analyze the benefits of integrating various digital platforms for communication. 10
(CO5,K4)

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