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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 (2025 - 2026)

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

20

1. Attempt all parts:-

- | | | |
|-------|---|---|
| (1.1) | A common objective of marketing communication in the marketing process is: (CO1, K1) | 1 |
| | <ul style="list-style-type: none"> (a) Building customer relationships (b) Reducing operational cost (c) Eliminating competition (d) Increasing employee turnover | |
| (1.2) | The following is NOT a primary goal of marketing communication: (CO1, K2) | 1 |
| | <ul style="list-style-type: none"> (a) Reducing customer satisfaction (b) Building awareness (c) Enhancing brand image (d) Encouraging engagement | |
| (1.3) | The stage of the AIDA model focused on creating consumer interest is: (CO2, K1) | 1 |
| | <ul style="list-style-type: none"> (a) Interest (b) Attention (c) Action (d) Satisfaction | |
| (1.4) | The "Decision" stage in AIDA aims to: (CO2, K2) | 1 |
| | <ul style="list-style-type: none"> (a) Encourage product purchase (b) Reduce communication (c) Increase taxes (d) Ignore consumers | |

- (1.5) The Foote, Cone and Belding (FCB) Model in IMC mainly suggests the importance of: (CO3, K2) 1
- (a) Matching advertising with involvement level
 - (b) Product pricing only
 - (c) Employee training only
 - (d) Factory expansion only
- (1.6) The primary goal of MARCOM in IMC is: (CO3, K1) 1
- (a) Create awareness and build relationships
 - (b) Reduce production cost
 - (c) Increase taxes
 - (d) Eliminate competition
- (1.7) A key characteristic of testimonial advertising in IMC is: (CO4, K2) 1
- (a) Real customer experiences
 - (b) Reducing communication
 - (c) Ignoring consumers
 - (d) Eliminating branding
- (1.8) The primary focus of comparative advertising in IMC is: (CO4, K2) 1
- (a) Highlighting superiority over competitors
 - (b) Reducing awareness
 - (c) Ignoring customers
 - (d) Eliminating branding
- (1.9) The primary objective of influencer marketing in digital media within IMC is to: (CO5, K2) 1
- (a) Build credibility and audience trust
 - (b) Reduce awareness
 - (c) Increase confusion
 - (d) Ignore customers
- (1.10) PPC advertising contributes to digital media in IMC by: (CO5, K2) 1
- (a) Driving targeted traffic through paid ads
 - (b) Reducing communication
 - (c) Ignoring customers
 - (d) Increase confusion

2. Attempt all parts:-

- (2.1) List any two tools of Integrated Marketing Communication. (CO1, K1) 2
- (2.2) Explain how source credibility affects communication response. (CO2, K2) 2
- (2.3) Explain the importance of measurable objectives in MARCOM. (CO3, K2) 2
- (2.4) Explain fear appeal in promotional communication. (CO4, K2) 2
- (2.5) Explain the role of ASCI in advertising regulation. (CO5, K2) 2

SECTION-B

30

Answer any one of the following:-

(3.1)	Explain how public relations activities influence brand perception. (CO1, K2)	6
(3.2)	Analyze the impact of communication consistency on customer trust. (CO1, K3)	6
Answer any one of the following:-		
(3.3)	Analyze the stages involved in the marketing communication process. (CO2, K3)	6
(3.4)	Explain the importance of the Elaboration Likelihood Model in persuasion. (CO2, K2)	6
Answer any one of the following:-		
(3.5)	Explain the sales response curve method in MARCOM budgeting. (CO3, K2)	6
(3.6)	Explain the role of planning in integrated marketing communication strategy. (CO3, K2)	6
Answer any one of the following:-		
(3.7)	Discuss emotional and rational appeals in advertising communication. (CO4, K2)	6
(3.8)	Discuss event sponsorship as a communication strategy. (CO4, K2)	6
Answer any one of the following:-		
(3.9)	Explain the importance of intellectual property rights in advertising. (CO5, K2)	6
(3.10)	Discuss ethical issues in online advertising practices. (CO5, K2)	6
<u>SECTION-C</u>		50
4. Answer any <u>one</u> of the following:-		
(4.1)	Explain the concept and evolution of Integrated Marketing Communication in the modern business environment. (CO1, K4)	10
(4.2)	Discuss the relationship between marketing communication and consumer behavior. (CO1, K4)	10
5. Answer any <u>one</u> of the following:-		
(5.1)	Discuss the Foote, Cone and Belding (FCB) Model in communication planning. (CO2, K4)	10
(5.2)	Analyze the importance of communication hierarchy models in Integrated Marketing Communication. (CO2, K4)	10
6. Answer any <u>one</u> of the following:-		
(6.1)	Evaluate the impact of budget limitations on communication performance. (CO3, K5)	10
(6.2)	Evaluate the role of managerial decision-making in communication planning. (CO3, K5)	10
7. Answer any <u>one</u> of the following:-		
(7.1)	Discuss the significance of campaign evaluation in communication management. (CO4, K4)	10
(7.2)	Analyze the role of customer engagement in Integrated Marketing Communication programmes. (CO4, K4)	10
8. Answer any <u>one</u> of the following:-		
(8.1)	Discuss the significance of online reputation management in IMC. (CO5, K4)	10
(8.2)	Discuss the impact of emerging technologies on digital communication trends. (CO5, K4)	10