

**MASTER OF BUSINESS
ADMINISTRATION (MBA)**

Term-End Examination

June, 2023

**MMPM-007 : INTEGRATED MARKETING
COMMUNICATION**

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

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

Section—A

60

1. (a) Explain the following terms :
 - (i) Integrated Marketing Communication
 - (ii) Advertising Campaign
 - (iii) Sales Promotion
 - (iv) Legal Issues
- (b) Discuss the steps involved in integrated marketing communication process with an hypothetical example.

2. (a) What is Strategy ? Explain the strategic decision-making process in promotion mix with the help of a diagram.
(b) Distinguish publicity from public relations. Explain the various types of public relations that you are familiar with.
3. (a) What is consumer movement ? Highlight the main features of consumer movement and its implications on integrated marketing communication.
(b) Elaborate the various steps that a sales manager should consider while planning for a sales promotion programme.
4. Write short notes on any *three* of the following :
 - (a) Disadvantages of Personal Selling
 - (b) Humor as an Advertising Appeal
 - (c) Rebates and its characteristics
 - (d) Owned media and its benefits
 - (e) Marketing Collateral and IMC

Section—B

40

5. Ather Energy, makers of one of the leading electric scooter manufacturer in the country, has recently upgraded its flagship electric scooter with the third generation iteration, dubbed the Ather Energy 450x Gen 3. The

scooter offers a more powerful electric motor that can produce an equivalent of 8.7 bhp of power and an ARAI-certified riding range of 146 km.

Besides, Ather's already well-engineered scooter body is now even better-built thanks to an all aluminium frame. It also gets a new tread profile for the tyres, as well as a new tyre pressure monitoring system accessory. The digital dashboard has been upgraded with more RAM to make operations smoother and easier. All things considered, the Ather 450x Gen 3 is arguably the best electric scooter that you can buy in India. From ride quality to build and overall experience, this is one of the most premium electric scooters on Indian roads right now.

While it's top-spec variant 450X with Pro pack is targeted toward the youth, and is priced @ Rs 1.28 lakh ex-showroom Delhi (including state government subsidies) and also depending on the city of purchase). It will take on the likes of the TVS iQube, Ola S1 and S1 Pro, Hero Vida V1, Bajaj Chetak, etc.

Assuming that you are being retained by the company as a marketing communication consultant to assess and evaluate the prospects

for the new variant and offer your future course of action specifically in the current competitive scenario in this category.

Questions :

- (i) Prepare a precise integrated marketing communication programme for the new scooter.
- (ii) Propose a suitable advertising campaign for print medium by clearly specifying the creative as well as strategic considerations for the brand.
- (iii) How would you measure the advertising effectiveness of the above campaign ? Discuss.