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**MMPM-007**

**MASTER OF BUSINESS  
ADMINISTRATION (MBA)**

**Term-End Examination**

**June, 2024**

**MMPM-007 : INTEGRATED MARKETING  
COMMUNICATION**

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

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

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

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**Section—A**

1. (a) What is the rationale for firms to adopt IMC over traditional methods of communication ? Discuss.  
(b) Explain the different methods of IMC that are available for businesses.

**P. T. O.**

2. (a) Discuss the process of media buying and explain its significance in the advertising process.
- (b) Discuss the key factors that advertisers consider when selecting media channels for their campaigns.
3. (a) Elucidate the importance of public relations activities in developing an effective IMC Plan. Support your answer with relevant examples.
- (b) Discuss the key objectives that advertisers aim to achieve when measuring the effectiveness of their advertising campaigns. Explain with an example of your choice.
4. Write short notes on any *three* of the following :
  - (a) Advantages and disadvantages of website marketing
  - (b) Sampling and free trials as a part of sales promotion.

- (c) Business to business sales promotion (Trade Promotions)
- (d) Rights of consumers under Consumer Protection Act, 2019
- (e) Meaning of marketing collateral and its usage in IMC.

**Section—B**

5. (a) Evaluate the importance of creative strategy in advertising campaign planning. How can a firm develop compelling messages that resonate with the target audience while aligning with campaign goals ? Make necessary assumptions if required.
- (b) Discuss the strategic considerations related to visual and verbal elements in creative strategy. How can marketer balance the use of visuals and text to convey a consistent and impactful message ? Take any FMCG product or any other product or service of your choice and discuss.