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**MMPM-007**

**MASTER IN BUSINESS  
ADMINISTRATION (MBA)**

**Term-End Examination**

**December, 2023**

**MMPM-007 : INTEGRATED MARKETING  
COMMUNICATION**

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

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**Note :** Answer any **three** questions from section-A.  
Section-B is compulsory. All questions carry  
equal marks.

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**Section—A**

1. (a) Explain the following terms with an example :
  - (i) Digital Marketing
  - (ii) Advertising Effectiveness
  - (iii) Publicity
  - (iv) Media Buying

**P. T. O.**

- (b) Explain the sequential steps that are to be followed while planning for an advertising campaign.
2. (a) Explain the term direct marketing. Discuss the sources of information for direct marketing that a firm can consider.
- (b) When and why ethics assume significance in the context of IMC ? Select any *three* common issues that a manager faces while formulating the communication strategy.
3. (a) Discuss an IMC budget. List out and explain the key steps that are to be followed in the preparation of an IMC budget.
- (b) Write a detailed note on the consumerism in ancient India. How was it affected during the British rule in India ?
4. Answer any *three* from the following :
- (a) Advantages of personal selling
- (b) Proportion of sales method
- (c) Paid media and its benefits

- (d) Campaign for rebranding
  - (e) Objectives of Consumer Protection Act, 1986
5. Ather Energy has revamped its electric scooter portfolio with the introduction of new variants for the 450X. The 2023 Ather 450X is offered in two trim levels with prices starting at Rs. 98,183, ex-showroom Delhi (including state government subsidies). This electric scooter is claimed to offer a range of 146 km per charge. The new entry-level model will help the company to boost its sales. However, the new entry-level variant of the Ather 450X misses out on a lot of features.

As communication manager, of the company and having knowledge about the two key issue i.e. the firm's reliance of boosting the sales from the new model and most importantly the variant misses a lot of features in the face of its competition.

The task at hand is how you would address to achieve the goal of the company and the

communication strategy with regard to the product features to the target market.

*Questions :*

- (i) What elements or combination of elements of IMC (other than publicity and public relations) that you wish to suggest and why ?
- (ii) Chalk out a suitable plan for publicity and public relations tasks and their execution.