

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: MBA
BRANCH: MANAGEMENT**

**SEMESTER : III
SESSION : MO/2025**

SUBJECT: MT521R1 ADVERTISING & INTEGRATED MARKETING COMMUNICATION

TIME: 3 HOURS

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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Q.1	A successful refrigerator brand of yesteryears is to be relaunched in the side-by-side door premium domestic segment in the Indian market. Although the company has not been selling its products for the last few years, the brand still enjoys good recall among the consumers. Outline the process that you will follow to design the IMC campaign for the relaunch	[10]	1	4
Q.2(a)	Explain the concept of response hierarchy and its usefulness in setting communications objectives in advertising.	[5]	2	3
Q.2(b)	Describe any one response hierarchy model and evaluate the sequence of progression of the different steps through the different mental stages referring to the situation given in Q1.	[5]	2	4
Q.3	Referring to the situation in Question 1 design a suitable creative strategy for the IMC campaign.	[10]	4	5
Q.4(a)	Describe how internet and AI have contributed to making IMC more effective.	[5]	4	3
Q.4(b)	Describe the key ethical and social and ethical issues that the advertiser faces and thereon evaluate the role of ASCI in regulating marketing communication activity in India.	[5]	5	4
Q.5	How will you carry out the Media selection and scheduling for the campaign referred to at Q1? Explain	[10]	3	5

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