

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

**CLASS: BBA
BRANCH: BBA**

**SEMESTER : IV/ADD
SESSION : SP/2025**

SUBJECT: MT319 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)	With suitable examples describe how IMC has been used by firms to achieve promotion objectives.	[5] 1	2
Q.1(b)	Briefly describe a possible situation where public relation & publicity would be preferred over any other promotion mix element.	[5] 1	4
Q.2(a)	How do advertising agencies coordinate with other promotional mix elements to ensure consistency in IMC campaigns? In what ways can an advertising agency contribute to brand positioning and message consistency across various IMC channels?	[5] 1	2
Q.2(b)	What are the key criteria for selecting an advertising agency to support an organization's IMC objectives?	[5] 2	1
Q.3(a)	What are communication objectives in marketing, and how do they differ from sales objectives in terms of purpose and measurement? Explain with examples.	[5] 3	2
Q.3(b)	What are the key stages in the DAGMAR model, and how do they guide the development of advertising objectives in IMC? Explain how the DAGMAR model aligns with the hierarchy-of-effects model in communication planning.	[5] 3	2
Q.4(a)	What is creative strategy and why is it important in advertising? What are the different types of positioning strategies used in advertising?	[5] 4	2&3
Q.4(b)	Referring to contemporary advertisements, identify the major ethical issues commonly encountered in advertising practices. What steps can be taken to make advertisements more ethical and effective in today's media environment?"	[5] 4	3
Q.5(a)	Read the following case study carefully and answer the following questions. Case Study: "GreenGlow's Campaign Conundrum" GreenGlow is a sustainable skincare brand that has recently gained popularity among environmentally conscious consumers. The company is preparing to launch a new product line made with 100% organic ingredients and zero plastic packaging Q1-What are the key factors GreenGlow should consider when making media decisions for its. Q2-Discuss the advantages and limitations of digital media and traditional media for GreenGlow.	[5] 5	
Q.5(b)	Explain media decisions, types of media and their benefits with examples?	[5] 5	

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