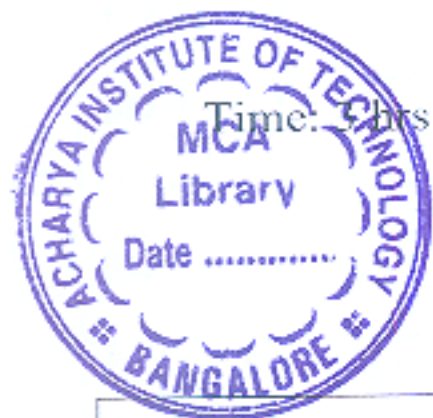


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22MBAMM404

Fourth Semester MBA Degree Examination, June/July 2025 Integrated Marketing Communication



Time: 2 hrs.

Max. Marks: 100

*Note: 1. Answer any FOUR full questions from Q.No.1 to 7.
2. Q.No. 8 is compulsory.
3. M : Marks , L: Bloom's level , C: Course outcomes.*

			M	L	C
Q.1	a.	Define Integrated Marketing Communication (IMC).	3	L1	CO1
	b.	Briefly explain the various promotion tools in IMC.	7	L2	CO1
	c.	Examine the steps involved in developing the IMC programme.	10	L4	CO1
Q.2	a.	What is Advertising Budget?	3	L1	CO2
	b.	Explain the types of Advertising Agencies.	7	L2	CO2
	c.	Analyze the DAGMAR approach in detail.	10	L4	CO2
Q.3	a.	Explain the Importance of Headline.	3	L2	CO3
	b.	What is transit advertising? What are the advantages and disadvantages of transit advertising?	7	L4	CO3
	c.	Explain the steps in developing media plan.	10	L2	CO3
Q.4	a.	What do you mean by corporate advertising?	3	L1	CO3
	b.	Define Direct Marketing. Discuss Direct Marketing Strategies.	7	L4	CO3
	c.	Explain the sales promotion tools applied to consumers, middlemen and sales force.	10	L4	CO3
Q.5	a.	Differentiate Publicity and PR.	3	L4	CO3
	b.	Explain the role and importance of cooperative advertising.	7	L2	CO3
	c.	Illustrate the various methods used to evaluate the effectiveness of advertising.	10	L6	CO2

Q.6	a.	What is B2B communication? Give examples.	3	L2 CO4
	b.	Explain the decision areas of International Advertising.	7	L2 CO4
	c.	Describe the Global advertising techniques with examples.	10	L4 CO4
Q.7	a.	Define Industrial Advertising.	3	L1 CO4
	b.	Explain the various types of internet advertising.	7	L2 CO4
	c.	Write a short note on: i) Advertising and law ii) Advertising and ethics iii) Pester power iv) Intellectual property rights v) ASCI	10	L2 CO4
Q.8		<p align="center"><u>CASE STUDY (Compulsory)</u></p> <p align="center"><u>Coca – Cola’s “Share a coke campaign”</u></p> <p>Co-ca Cola’s “share a coke campaign”, launched in Australia in 2011, was a personalized marketing initiative where the company replaced its iconic logo on bottles with popular names. The campaign encouraged consumers to find bottles with their names or the names of friends and share them, both physically and on Social Media. The campaign was a huge success and was eventually rolled out in over 80 countries. It significantly increased co-ca-cola’s sales, particularly among young adults, and generated substantial buzz on social media plat forms.</p> <p><u>Questions:</u></p>		
	a.	How did co-ca-cola’s “Share a coke” campaign leverage personalization to enhance its Integrated Marketing Communication (IMC) strategy?	5	L4 CO1
	b.	Analyze the impact of the “Share a coke” campaign on coca-cola’s brand engagement on Social Media.	5	L4 CO3
	c.	Evaluate the effectiveness of the “Share a coke” campaign in achieving co-ca cola’s marketing objectives.	5	L6 CO2
	d.	Analyze and identify the key factors that contributed to the global success of the “Share a coke” campaign?	5	L4 CO4
