

Basavarajeswari Group of Institutions

**BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT**  
 (Autonomous Institute under Visvesvaraya Technological University, Belagavi)

**2022 SCHEME**

USN

Course Code 2 2 M B A M M 4 0 2

Fourth Semester MBA Degree Examinations, October/November 2025  
**INTEGRATED MARKETING COMMUNICATION & ADVERTISING**

**Duration: 3 hrs**

**Max. Marks: 100**

- Note:** 1. Answer any **FOUR** full questions from Question No. 1 to 7.  
 2. Question No. 8 is compulsory  
 3. Missing data, if any, may be suitably assumed

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTLCO:PO)</u>
1	a. Mention any three tools used in IMC.	03	(3 : 1 : 1)
	b. Explain the steps involved in the communication process in IMC.	07	(3 : 1 : 1)
	c. Explain the marketing and promotion process model.	10	(4 : 1 : 1)
2.	a. Name the stages of Product Life Cycle (PLC).	03	(3 : 2 : 2)
	b. Explain how advertising appeal changes across various stages of the Product Life Cycle (PLC).	07	(3 : 2 : 2)
	c. Discuss the effectiveness of marketing communications.	10	(4 : 2 : 2)
3.	a. What is an advertising copy? Give an example.	03	(3 : 2 : 2)
	b. Describe the DAGMAR approach in setting advertising objectives.	07	(3 : 3 : 1)
	c. Explain various methods used in advertising budgeting.	10	(4 : 3 : 1)
4.	a. Mention any two methods used for advertising budgeting.	03	(3 : 4 : 4)
	b. What are the key components of a good advertising copy? Explain with examples.	07	(3 : 4 : 4)
	c. Discuss the role of budgeting in advertising.	10	(4 : 4 : 4)
5	a. Define media planning and mention its key objectives.	03	(3 : 5 : 5)
	b. "An effective media strategy is the backbone of a successful advertising campaign." – Justify with suitable examples.	07	(3 : 5 : 5)
	c. Discuss the media planning process in detail. Explain the key decisions and challenges involved.	10	(4 : 5 : 5)
6.	a. Mention any three methods used for pre-testing advertisements.	03	(3 : 1 : 1)
	b. Discuss the advantages and limitations of internet advertising.	07	(3 : 1 : 1)
	c. Describe the process of advertisement monitoring and evaluation. Explain how an organization can measure the success of its advertising efforts.	10	(4 : 4 : 4)
7.	a. What is publicity?	03	(3 : 2 : 2)
	b. Explain the functions and benefits of direct marketing.	07	(3 : 4 : 4)
	c. Explain Promotion in detail. Discuss its meaning, importance, tools (conventional and unconventional), drawbacks, and relevance in modern marketing.	10	(4 : 4 : 4)

**Note: (RBTLC - Revised Bloom's Taxonomy Level: CO - Course Outcome: PO – Programme Outcome)**

## Case study

### **Background:**

Brand Nest is a mid-sized consumer electronics brand based in Bengaluru. Initially relying on traditional media like newspapers, TV, and billboards for promotion, Brand Nest struggled to compete with digital-savvy brands. In 2022, it revamped its strategy by adopting **direct marketing, digital advertising, PR campaigns, and consumer promotions.**

### **Key Marketing Strategies Implemented:**

- i. **Direct Marketing:**
    - Brand Nest began email and SMS campaigns to customers offering personalized deals.
    - They used customer purchase history and AI tools to suggest products directly.
  - ii. **Promotion Tools (Push & Pull):**
    - Push: Offered higher margins to retailers and point-of-sale displays.
    - Pull: Influencer marketing, online contests, and product videos on YouTube and Instagram.
    - Cooperative advertising with dealers in local newspapers.
  - iii. **Public Relations and Publicity:**
    - Launched a CSR campaign on e-waste management, receiving media attention.
    - Conducted press conferences and webinars, published company news via blogs and digital PR tools.
  - iv. **Corporate Advertising:**
    - Released image-building campaigns with slogans like “Smart Living, Smart Homes”.
    - Focused on long-term brand recall instead of product-level promotion.
  - v. **Digital Media:**
    - Invested in Google Ads, Instagram reels, YouTube pre-roll ads.
    - Used **E-PR tools** like digital press releases and blogger outreach.
  - vi. **Retailer & Consumer Promotions:**
    - Coupon codes for first-time online buyers.
    - Loyalty program – “Nest Points”.
    - Online promotions during festivals.
    - Hosted “Smart Tech Week” with giveaways and contests.
  - vii. **Growth Outcomes:**
    - 60% of new customers came via digital platforms.
    - Sales improved by 35% YoY.
    - Retail footfall improved due to dual promotion strategies.
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|----|---|----|-----------|
| a. | Analyze Brand Nest’s promotion strategy in detail. Highlight the role of push and pull strategies, cooperative advertising, and integration with advertising and publicity. | 10 | (3: 3: 4) |
| b. | Explain how Brand Nest successfully used Digital Media – including social media, mobile advertising, and E-PR – for business growth.  | 10 | (3: 3: 5) |

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