

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

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Course Code

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Fourth Semester MBA Degree Examinations, August 2026

INTEGRATED MARKETING COMMUNICATION

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>(RBTL:CO:PO)</u>
1	a. Apply the communication process model for promoting a healthcare service.	03	(3:1:2)
	b. Analyse the role of IMC in creating customer value and brand loyalty.	07	(4:1:3)
	c. Evaluate the effectiveness of advertising appeals used during different product life cycle stages.	10	(5:1:3)
2.	a. Apply suitable advertising objectives using the DAGMAR approach for a new product.	03	(3:2:2)
	b. Analyse the criteria for selecting an advertising agency.	07	(4:2:2)
	c. Evaluate the effectiveness of different advertising budgeting methods for service organisations.	10	(5:2:3)
3.	a. Develop a creative media plan for a tourism promotion campaign.	03	(3:3:2)
	b. Analyse the importance of creativity, headlines and body copy in advertising.	07	(2:3:4)
	c. Evaluate media planning strategies adopted for launching a new smartphone.	10	(5:3:3)
4.	a. Apply push and pull strategies for marketing a new FMCG product.	03	(3:4:3)
	b. Analyse the role of cooperative advertising in Integrated Marketing Communication.	07	(4:4:4)
	c. Evaluate the effectiveness of direct marketing strategies in today's competitive environment.	10	(5:4:4)
5	a. Apply pre-testing techniques to evaluate an online advertisement.	03	(3:5:3)
	b. Analyse advertising laws governing digital marketing in India.	07	(4:5:4)
	c. Evaluate ethical issues in advertising relating to stereotyping and cultural sensitivity.	10	(5:5:5)
6.	a. Develop an online advertising campaign for a global consumer brand.	03	(3:6:3)
	b. Analyse factors influencing international advertising decisions in global markets.	07	(4:6:4)

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| | c. Evaluate Internet advertising as an effective promotional tool for multinational companies. | 10 | (5:6:5) |
| 7. | a. Apply influencer marketing strategies for a cosmetic brand. | 03 | (3:4:3) |
| | b. Analyse the role of social media platforms in Integrated Marketing Communication. | 07 | (4:5:4) |
| | c. Evaluate the effectiveness of SEO, SEM and social media marketing in increasing brand awareness. | 10 | (5:5:5) |

8. **Case Study**

A start-up organic food company plans to launch its products across South India using digital advertising, influencer marketing, public relations, sales promotion and email marketing.

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| a. | Analyse the Integrated Marketing Communication strategy suitable for the company and justify the promotional mix selected. | 10 | (4:4:3) |
| b. | Evaluate the campaign performance using Google Analytics, Click-Through Rate (CTR), Cost per Click (CPC), Conversion Rate and Return on Investment (ROI). | 10 | (5:5:3) |

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