

Total No. of Questions : 5]

SEAT No. :

PF12120

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[6648]-815

S.Y.M.B.A.

**MKT-660-MJ : SE-MKT-09 : INTEGRATED MARKETING
COMMUNICATION**

(NEP 2024 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Make necessary assumptions, wherever required.*
- 3) *Each question carries 10 marks.*

Q1) Answer any FIVE out of the following: (2 marks each)

[10]

- a) Define Integrated Marketing Communication (IMC).
- b) State brand consistency in IMC?
- c) Recall the AIDA model?
- d) List any two types of advertising.
- e) Memorize influencer marketing?
- f) Define sales promotion.
- g) State direct marketing?
- h) Reproduce the definition of publicity?

Q2) Answer any TWO out of the following: (5 marks each)

[10]

- a) Explain the IMC planning process with suitable examples.
- b) Discuss the role and functions of advertising in modern marketing communication.
- c) Summarize the role and functions of public relations in the digital economy.

P.T.O.

Q3) Answer any ONE:

[10]

- a) Examine an IMC strategy for a newly launched electric scooter brand using advertising, social media marketing, and influencer marketing tools.
- b) A retail electronics company wants to increase festive season sales. Apply a sales promotion program integrating consumer-oriented and trade-oriented sales promotion tools.

Q4) Answer any one:

[10]

- a) Compare the paradigm shift from mass communication to personal communication channels in Integrated Marketing Communication.
- b) Analyze the use of Augmented Reality (AR) in IKEA's advertising campaign and discuss its impact on customer engagement and brand perception.

Q5) Answer any one.

[10]

- a) Evaluate the effectiveness of social media marketing as compared to traditional media marketing for modern brands. Support your answer with suitable examples.
- b) A food delivery brand is facing severe criticism on social media due to delayed deliveries and poor customer service. Develop a crisis communication plan using the 3R approach.

