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**Presidency University**

**Bengaluru**

**SCHOOL OF MANAGEMENT**

**SUMMER TERM END TERM EXAMINATION AUGUST 2024**

**Course Code**: **MBA4021**

**Course Name**: **Integrated Marketing Communication**

**Program & Sem**: MBA 4th Sem

**Date**: 06-08- 2024

**Time**: 9.30 am to 12.30 pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read all the questions carefully and answer accordingly.*
2. *The question paper contains three parts -Part A, B & C*

**Part A [Memory Recall Questions]**

**Answer any 10 Questions. Each question carries 3 marks. (10Q x 3M = 30M)**

**Q.1** The American Association of Advertising Agencies definition focuses on the process of using all forms of promotion to achieve maximum communication impact. Define Integrated Marketing Communications. (CO1) [Knowledge]

**Q.2** The basic task of marketing is combining these four elements into a marketing program to facilitate the potential for exchange with consumers in the marketplace. List down the 4 P’s of Marketing**.** (CO1) [Knowledge]

**Q.3** Today, most marketers are seeking more than just a one-time exchange or transaction with customers. State Relationship Marketing. (CO1) [Knowledge]

**Q.4** The paid aspect of this definition reflects the fact that the space or time for an advertising message generally must be bought. Define Advertising. (CO2) [Knowledge]

**Q.5** Marketers advertise to the consumer market with national and retail/ local advertising, which may stimulate primary or selective demand. Name the most common types of advertising.

(CO2) [Knowledge]

**Q.6** The DAGMAR model is that communications effects are the logical basis for advertising goals and objectives against which success or failure should be measured. Recall Colley’s rationale for communications-based objectives. (CO2) [Knowledge]

Q.7 Sales promotion includes several communications activities that attempt to provide added value. Define the term "sales promotion" according to Philip Kotler. (CO3) [Knowledge]

Q.8 Digital sales promotion encompasses a huge range of creative promotional ideas and approaches. List four types of devices used to achieve digital sales promotion.

(CO3) [Knowledge]

Q.9 Traditional marketing employs offline efforts whereas digital marketing employs internet tools and media. Differentiate digital marketing vs traditional marketing. (CO4) [Knowledge]

Q.10. Social media advertising is a type of digital marketing strategy that uses social networks. List some of the recent trends in social media advertising campaigns. (CO4) [Knowledge]

Q.11 Personalization remains a cornerstone of effective digital marketing, with AI-driven insights enabling hyper-targeted messaging and experiences. Name a recent trend shaping the digital marketing industry. . (CO4) [Knowledge]

Q.12 The digital advertising increased by 26% from 2018 to Rs. 13,683 crores in 2019, while overall advertising growth was 9.4%. Explain the recent scenario of the digital marketing industry.

(CO4) [Knowledge]

**Part B [Thought Provoking Questions]**

**Answer any 4 Questions. Each question carries 10 marks. (4Qx10M=40M)**

**Q.13** During the 1980s, many companies came to see the need for more of a strategic integration of their promotional tools. Summarize the evolution of integrated marketing communications.

(CO1) [Application]

**Q.14** The integrated marketing communications movement is also being driven by changes in the ways companies market their products and services. Choose the reasons for the growing importance of the IMC approach. (CO1) [Application]

**Q.15** Marketers advertise to the consumer market with national and retail/ local advertising, which may stimulate primary or selective demand. Interpret the most common types of advertising.

(CO2) [Application]

Q.16 Ad agencies can range in size from a one- or two-person operation to large organizations with over 1,000 employees, the services offered and functions performed will vary. Classify the different types of agencies, the services they perform for their clients, and how they are organized.

(CO2) [Application]

Q.17 Determine the potential impact of sales promotion techniques on customer loyalty and retention and the appropriateness of using contests or sweepstakes for different types of businesses or products. (CO3) [Application]

Q.18 Digital marketing is the use of digital channels to market products. How can businesses apply the fundamentals of digital marketing to enhance their online presence?

(CO4) [Application]

**Part C [Problem Solving Questions]**

**Answer all the Questions. Each question carries 15 marks. (2Qx15M=30M)**

**19. Case Study: Coca-Cola's IMC 3**

It was a hot summer day, and Sarah was craving a refreshing drink. As she walked down the street, she couldn't help but notice the bright red and white Coca-Cola advertisements plastered everywhere. From billboards to storefront displays, the iconic logo seemed to beckon her. Sarah remembered learning about Coca-Cola's legendary marketing strategies in her business class. They had perfected the art of integrated marketing communications, seamlessly blending advertising, direct marketing, social media, and sales promotions. It was no wonder the brand had become a global phenomenon. Intrigued, Sarah decided to step into a nearby cafe. Sure enough, a Coca-Cola vending machine stood prominently in the corner, its bright red hue impossible to miss. She grabbed a cold can of Coke and took a sip, savouring the familiar taste that had transcended generations. As she sat down, Sarah couldn't help but wonder about the company's success. How had Coca-Cola managed to captivate audiences across cultures and languages? What was the secret behind their iconic branding and ubiquitous presence? And how had they adapted their marketing strategies to keep up with the ever-changing digital landscape?

**Questions:**

1. How has Coca-Cola's integrated marketing communications approach contributed to their global dominance? 7.5 marks (CO1) [Analysis]

2. What specific strategies have they employed to create such a strong emotional connection with consumers? 7.5 marks (CO1) [Analysis]

**20. Case Study: XYZ Electronics**

XYZ is a leading manufacturer of cutting-edge smartphones. Despite having a superior product, the company is struggling to meet its sales targets due to ineffective marketing strategies. Recognizing the need for a more structured approach, the marketing team decides to implement the DAGMAR (Defining Advertising Goals for Measured Advertising Results) approach to improve their sales performance.

**Questions:**

1. What specific objectives should XYZ Electronics set using the DAGMAR approach to improve their sales? 7.5 marks (CO2) [Analysis]

2. How can XYZ Electronics tailor their advertising messages to effectively communicate the benefits of their smartphones to their target audience? 7.5 marks (CO2) [Analysis]