



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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## End - Term Examinations – MAY 2025

Date: 27-05-2025

Time: 01:00 pm – 04:00 pm

School: SOM-PG	Program: MBA	
Course Code : MBA3109	Course Name: Integrated Marketing Communication	
Semester: IV	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04	C05
Marks	25	25	25	25	-

### Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

### Part A

Answer ALL the Questions. Each question carries 3marks.

10Q x 3M=30M

1.	Explain the concept of Marketing Communications.	3 Marks	L2	C01
2.	List the steps in the Integrated Marketing Communication (IMC) planning process.	3 Marks	L2	C01
3.	List the basic elements of a Marketing Plan.	3 Marks	L2	C01
4.	Describe the DAGMAR approach in marketing communications.	3 Marks	L2	C01
5.	Explain how Bottom-Up Budgeting is used to determine the promotional budget.	3 Marks	L2	C01
6.	Illustrate the importance of creativity in advertising.	3 Marks	L2	C02
7.	Explain copy platform in advertising.	3 Marks	L2	C02
8.	Differentiate between Rational Appeal and Emotional Appeal in advertising.	3 Marks	L2	C02
9.	Discuss the importance of Media Planning in advertising.	3 Marks	L2	C02
10.	List the advantages and disadvantages of In-House Agencies.	3 Marks	L2	C02

## Part B

**Answer the Questions.**

**Total Marks 40M**

<b>11.</b>	<b>a.</b>	Apply the IMC (Integrated Marketing Communications) Planning Process Model to create a promotional strategy for launching a new soft drink brand.	<b>10 Marks</b>	<b>L3</b>	<b>CO1</b>
<b>Or</b>					
<b>12.</b>	<b>a.</b>	Apply the DAGMAR (Defining Advertising Goals for Measured Advertising Results) approach to design an advertising campaign for a new fitness app.	<b>10 Marks</b>	<b>L3</b>	<b>CO1</b>
<b>13.</b>	<b>a.</b>	Apply different ad execution styles and techniques to create a comprehensive advertising campaign for an eco-friendly clothing brand.	<b>10 Marks</b>	<b>L3</b>	<b>CO2</b>
<b>Or</b>					
<b>14.</b>	<b>a.</b>	Develop a media plan for launching a new electric car in a specific city.	<b>10 Marks</b>	<b>L3</b>	<b>CO2</b>
<b>15.</b>	<b>a.</b>	Design a framework for measuring the effectiveness of a promotional program for a new online streaming service.	<b>10 Marks</b>	<b>L3</b>	<b>CO3</b>
<b>Or</b>					
<b>16.</b>	<b>a.</b>	Apply the different types of Public Relations processes to design a comprehensive public relations strategy for a new tech startup launching a groundbreaking AI product.	<b>10 Marks</b>	<b>L3</b>	<b>CO3</b>
<b>17.</b>	<b>a.</b>	Apply digital marketing strategies to promote a new organic skincare brand.	<b>10 Marks</b>	<b>L3</b>	<b>CO4</b>
<b>Or</b>					
<b>18.</b>	<b>a.</b>	Develop a social media advertising strategy for a newly launched fitness app targeting young adults aged 18-30.	<b>10 Marks</b>	<b>L3</b>	<b>CO4</b>

## Part C

**Answer all the Questions. Each question carries 15marks**

**2Q x 15M=30M**

<b>19.</b>	<b>a.</b>	<p>Nike's "Just Do It" campaign, launched in 1988, is one of the most iconic examples of IMC in action. The campaign was designed to inspire athletes (or potential athletes) and connect Nike with people of all walks of life, encouraging them to push through barriers and take action. Nike's "Just Do It" campaign, despite its overwhelming success, faced several challenges during its run. These challenges ranged from cultural sensitivities to consumer perceptions and even competition. To solve the challenges faced by Nike in its "Just Do It" campaign, several other elements of Integrated Marketing Communications (IMC) can be leveraged.</p> <p>Question: Analyze how you can leverage other elements of IMC (e.g., advertising, personal selling, sales promotions, direct</p>	<b>15 Marks</b>	<b>L4</b>	<b>CO3</b>
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		marketing, and public relations) to solve the challenges faced by Nike.			
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<b>20.</b>	<b>a.</b>	<p>Coca-Cola is one of the most recognized global brands in the beverage industry, known for its flagship soft drink and a variety of other beverages. Established in 1886, the company has a significant market presence worldwide, consistently focusing on brand loyalty, community engagement, and innovation. In this case study, we'll focus on Coca-Cola's "Share a Coke" campaign, launched in 2011. The campaign replaced the brand's iconic logo on bottles and cans with popular names, encouraging consumers to "share a Coke" with friends and family. This personalized approach was an IMC strategy aimed at building a more personal connection with customers. The "Share a Coke" campaign by Coca-Cola was widely considered a success, but like any large-scale marketing initiative, it also faced several challenges.</p> <p>Question:</p> <p>Analyze the suitability of different social media platforms (e.g., Facebook, Instagram, LinkedIn, YouTube, Twitter) for addressing the challenges face by "Share a Coke" campaign.</p>	<b>15 Marks</b>	<b>L4</b>	<b>CO4</b>
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