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# PRESIDENCY UNIVERSITY

## BENGALURU

### Mid - Term Examinations – October 2025

**Date:** 10-10-2025

**Time:** 02.00pm to 03.30pm

<b>School:</b> SOM-UG/SOC	<b>Program:</b> BBA-(Marketing & Digital Marketing)	
<b>Course Code:</b> BBA3026	<b>Course Name:</b> Integrated Marketing Communication	
<b>Semester:</b> V	<b>Max Marks:</b> 50	<b>Weightage:</b> 25%

CO - Levels	C01	C02	C03	C04	C05
<b>Marks</b>	<b>26</b>	<b>24</b>	-	-	-

**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 2 marks.**

**5Q x 2M=10M**

<b>1</b>	Define Integrated Marketing Communication.	<b>2 Marks</b>	<b>L2</b>	<b>C01</b>
<b>2</b>	Who are the key participants in the IMC process?	<b>2 Marks</b>	<b>L2</b>	<b>C01</b>
<b>3</b>	Name any four promotional mix elements in IMC.	<b>2 Marks</b>	<b>L2</b>	<b>C01</b>
<b>4</b>	Mention one difference between IMC and traditional promotion.	<b>2 Marks</b>	<b>L2</b>	<b>C02</b>
<b>5</b>	State the objectives of IMC.	<b>2 Marks</b>	<b>L2</b>	<b>C02</b>

### Part B

**Answer ALL the Questions. Each question carries 10 marks.**

**4Q x 10M=40M**

<b>6.</b>	Explain the importance of IMC in today's marketing environment.	<b>10 Marks</b>	<b>L2</b>	<b>C01</b>
Or				
<b>7.</b>	Describe how advertising and PR differ in IMC.	<b>10 Marks</b>	<b>L2</b>	<b>C01</b>
<b>8.</b>	Explain the steps involved in the Integrated Marketing	<b>10 Marks</b>	<b>L2</b>	<b>C01</b>

	Communication process			
<b>Or</b>				
<b>9.</b>	Illustrate with an example how feedback works in the IMC process.	<b>10 Marks</b>	<b>L2</b>	<b>CO1</b>

<b>10.</b>	Demonstrate how PR can be used to build stronger community relationships for a brand.	<b>10 Marks</b>	<b>L3</b>	<b>CO2</b>
<b>Or</b>				
<b>11.</b>	Demonstrate how WhatsApp or app notifications can be applied to increase repeat purchases.	<b>10 Marks</b>	<b>L3</b>	<b>CO2</b>

<b>12.</b>	Demonstrate how discount coupons can be used to attract first-time buyers.	<b>10 Marks</b>	<b>L3</b>	<b>CO2</b>
<b>Or</b>				
<b>13.</b>	Demonstrate how celebrity endorsements in advertising can be used to enhance IMC effectiveness.	<b>10 Marks</b>	<b>L3</b>	<b>CO2</b>