



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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## 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

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

### Part B

Answer ALL the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	Explain the importance of IMC in today's marketing environment.	10 Marks	L2	C01
Or				
7.	Describe how advertising and PR differ in IMC.	10 Marks	L2	C01

8.	Explain the steps involved in the Integrated Marketing	10 Marks	L2	C01
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	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>C01</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>C02</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>C02</b>

<b>12.</b>	Demonstrate how discount coupons can be used to attract first-time buyers.	<b>10 Marks</b>	<b>L3</b>	<b>C02</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>C02</b>