



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.																			
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End - Term Examinations - December 2025

Date: 19 / 12 / 2025

Time: 01:00pm - 04:00pm

School: SOC / SOM (UG)	Program: BBA	
Course Code : BBA3026	Course Name: Integrated Marketing Communication	
Semester: V	Max Marks: 100	Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	20	20	20	20	20

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 2marks.

10Q x 2M=20M

1.	Define Integrated Marketing Communication (IMC)	2 Marks	L1	CO1
2.	Define publicity in the context of IMC.	2 Marks	L1	CO1
3.	What is sales promotion as an IMC tool?	2 Marks	L1	CO2
4.	Name four key tools of IMC	2 Marks	L1	CO2
5.	What is the primary purpose of social networking sites?	2 Marks	L1	CO3
6.	Mention two key features of social media.	2 Marks	L1	CO3
7.	What is direct marketing.	2 Marks	L1	CO4
8.	State the objectives of IMC.	2 Marks	L1	CO4
9.	List the elements/tools of IMC.	2 Marks	L1	CO5
10.	List three tools or components of IMC.	2 Marks	L1	CO5

Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	Explain the main difference between direct marketing and traditional mass media advertising, providing an example of each.	07 Marks	L2	C01
Or				
12.	Explain the concept of sponsorship in marketing and describe how it creates mutual benefits for both the sponsor and the sponsored entity.	07 Marks	L2	C01
13.	Compare sponsorship to traditional advertising, highlighting the unique advantages sponsorship provides for brand visibility and credibility.	07 Marks	L2	C02
Or				
14.	Demonstrate how PR can be used to build stronger community relationships for a brand.	07 Marks	L2	C02
15.	Differentiate between advertising, sales promotion, PR, and direct marketing.	07 Marks	L2	C03
Or				
16.	Explain the concept of offensive brand messaging and discuss at least two ways a brand message might be perceived as offensive by audiences.	07 Marks	L2	C03
17.	Explain how brands can recover from the damage caused by an offensive message and what strategies they might use to rebuild trust.	07 Marks	L2	C04
Or				
18.	Explain how public relations is different from marketing, using practical examples to illustrate the distinction.	07 Marks	L2	C04
19.	Explain the steps involved in the Integrated Marketing Communication process.	07 Marks	L2	C05
Or				
20.	Compare the functions and use cases of promotional emails, transactional emails, and automated drip campaigns in email marketing strategies.	07 Marks	L2	C05

Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.	Design an IMC plan for a new product launch, outlining the specific tools and channels you would use to reach your target market and justify your choices.	15 Marks	L3	C01
22.	Create a plan for evaluating the effectiveness of an integrated marketing communication strategy, including proposed metrics and methods for data collection.	15 Marks	L3	C02

23.	Apply direct marketing methods to design a personalized email campaign for a retail brand.	15 Marks	L3	C03
24.	Given a scenario where a company receives negative feedback on an ad, propose how copy testing could help identify the issues and improve the ad message to better resonate with the target audience.	15 Marks	L3	C04
25.	Imagine you are a marketing manager asked to assess an ad campaign accused of being deceptive. Outline your plan for investigating the claims, gathering consumer perceptions, and deciding on changes to the ad copy to mitigate legal risks.	15 Marks	L3	C05