Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

End Term Examinations December 2025

Date: 24- 12-2025 **Time:** 09:30am – 12:30pm

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

CO - Levels	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Marks	**26**	**26**	**24**	**24**	

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.				**3Mx10Q=30M**
1	Recall the meaning of the term "Marketing Communication" and how it differs from advertising.	**3 Marks**	**L1**	**CO1**
2	Cite any three IMC tools with one-line descriptions.	**3 Marks**	**L1**	**CO1**
3	Identify the role of target audience identification in IMC planning	**3 Marks**	**L1**	**CO1**
4	State three creative elements of an effective television advertisement.	**3 Marks**	**L1**	**CO2**
5	Recognize the importance of copywriting in print advertising?	**3 Marks**	**L1**	**CO2**
6	Outline any three functions of media planning in IMC.	**3 Marks**	**L1**	**CO2**
7	Trace differences between consumer and trade sales promotions with examples.	**3 Marks**	**L1**	**CO3**
8	Tabulate the limitations of using public relations as a promotional tool?	**3 Marks**	**L1**	**CO3**
9	List any three emerging trends in digital marketing communication.	**3 Marks**	**L1**	**CO4**
10	Reproduce the short form -AIDA- used in designing IMC strategies.	**3 Marks**	**L1**	**CO4**

Part B

Answer ALL the Questions. Each question carries 10 marks.				10Mx4Q=40M
11	A mid-sized sportswear company, Fit Flex India, is struggling with fragmented communication across its advertising, social media, retail promotions, and influencer campaigns. Customers claim the brand feels 'confusing' and 'inconsistent.' As a marketing consultant, explain why Integrated Marketing Communication (IMC) has become essential in modern marketing. Using the Fit Flex scenario, illustrate the key reasons behind the rapid growth of IMC today."	**10 Marks**	**L3**	**CO1**
	OR			
12	A new health drink startup, Nutri Burst, wants to launch its first nationwide promotional campaign but lacks experience in coordinated communication. As their IMC advisor, demonstrate the major challenges a startup typically faces while developing an Integrated Marketing Communication (IMC) program.	**10 Marks**	**L3**	**CO1**
13	Fresh Sip Beverages is preparing to launch a new iced tea variant for young urban consumers. As their advertising planner, sketch the key steps involved in developing an effective advertising strategy, and use suitable examples from the Fresh Sip launch to support your explanation.	**10 Marks**	**L3**	**CO2**
	OR			
14	Spark Wave, a new creative agency, is onboarding junior copywriters and wants them to learn how different appeals shape consumer behaviour. Using the 'Nike – Just Do It' campaign and the 'Surf Excel – Daag Achhe Hain' campaign, illustrate the concept of advertising appeals and explain how each appeal influences audience response	**10 Marks**	**L3**	**CO2**
15	Bright Wave Electronics is about to launch its new Smart TV through a series of TV and radio commercials. The management wants to ensure that the campaign is delivering results before investing further. As their IMC analyst, employ the different methods used to measure the effectiveness of broadcast advertisements and explain how Bright Wave should evaluate its campaign	**10 Marks**	**L4**	**CO3**
	OR			
16	A skincare startup, Pure Glow, is preparing to launch its first digital and print ad campaign but is unsure whether the message will resonate with young consumers. Using suitable examples, interpret how message pre-testing can help Pure Glow refine its IMC effectiveness before the final rollout	**10 Marks**	**L4**	**CO3**
17	Aura Ads, a fast-growing creative agency, has expanded rapidly and hired new trainees who find it difficult to understand how the agency actually functions. Using this context, critically discuss the structure of a typical advertising agency and explain the key roles and responsibilities of each department in delivering an effective advertising campaign.	**10 Marks**	**L4**	**CO4**
	OR			
18	Glow Bite Foods, a rapidly growing snack brand, is debating whether to set up its own in-house advertising team or hire a specialized creative boutique for its upcoming national campaign. Using this scenario, interpret the key factors that influence a brand's choice between an in-house agency and a creative boutique.	**10 Marks**	**L4**	**CO4**

Part C

Answer all the Questions. Each Question carries 15 marks.				**15Mx2Q=30M**
19	Nutri Glow, a well-established nutrition company, is preparing to launch **Nutri Glow Junior**, a fortified health drink formulated for children aged 6–12. The product contains immunity boosters, calcium, probiotics, and natural flavours designed to appeal to both kids and parents. However, the children's health drink market is already dominated by strong brands such as Horlicks, Boost, Bournvita, and Pediasure. Nutri Glow wants its launch to stand out and create awareness among **parents**, **teachers**, and—most importantly—**school children**, who strongly influence purchase decisions. **Key Insights from Market Research** • Children in this age group are highly attracted to cartoon characters, bright colours, games, and rewards. • Parents look for health benefits, safety, nutritional value, and doctor recommendations. • Schools encourage brands that support wellness programs, sports activities, and educational contests. • Urban children consume digital content heavily through YouTube Kids, mobile games, and OTT children's shows, while parents engage with Facebook, Instagram, and parenting blogs. Based on the Nutri Glow Junior case, you have been appointed to design the IMC plan for launching a new health drink targeted at school children. 1.Suggest a suitable media mix strategy using both traditional and digital media, 2.Justify how each medium will effectively reach parents, children, and schools	**15 Marks**	**L5**	**CO3,CO4**
20	Nordico Living, a premium Scandinavian home décor and lifestyle brand, has achieved global success for its minimalist furniture, eco-friendly materials, and sleek Nordic aesthetics. After launching in India two years ago, the company expected strong traction among urban families, young professionals, and premium buyers. However, despite an extensive retail presence in malls across Mumbai, Bengaluru, and Delhi, Nordico Living's brand acceptance remains weak. **Key Challenges Identified** 1. **Perception of being "too foreign"** Indian customers find the brand's muted colours, subtle designs, and minimalist vibe aesthetically pleasing but emotionally distant. 2. **Low cultural relevance** The brand failed to reflect Indian lifestyle nuances—festival	**15 Marks**	**L5**	**CO1,CO2**

	décor, compact homes, multifunctional furniture needs, or vibrant colour preferences. 3. **Weak communication consistency** o Social media uses Scandinavian imagery. o Store promotions look generic. o Digital ads don't address Indian family-oriented decision-making. 4. **Strong competition** Local players (Urban Ladder, Pepperfry, HomeTown) have strong localized messaging, festival campaigns, and relatable Indian storytelling. 5. **Poor recall** Despite premium quality, Nordico Living has not built emotional resonance with Indian families. Using the Nordico Living case, 1.Suggest an IMC approach to help the international brand build a strong local identity and improve acceptance in Indian markets. 2.Apply an appropriate IMC model to justify your recommendations.			