



Even Semester End Term Examination, May / June 2026

Date: 25/05/2026

Time: 01.00 PM - 04.00 PM

Course Code: BBA3026

Course Name: Integrated Marketing Communication

Semester: Sixth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	36	52	54	38

Part A: Answer Following Questions. 20 M

Qn.No	Questions	M	CO	BT
1	Compare traditional and alternative response hierarchy models.	2	CO1	BT2
2	te the IMC planning process.	2	CO1	BT2
3	Define sales promotion campaign.	2	CO2	BT2
4	Identify any two types of advertising used by airlines to promote business class services.	2	CO2	BT2
5	Compare public relations and publicity in IMC.	2	CO3	BT2
6	Illustrate the personal selling process with key stages.	2	CO3	BT2
7	Explain the role of public relations in marketing communication.	2	CO3	BT2
8	Show how social media metrics help in measuring campaign effectiveness?	2	CO4	BT2
9	Infer the importance of behavioural evaluation in IMC campaigns.	2	CO4	BT2
10	Rephrase the meaning of ethical marketing communication in your own words.	2	CO4	BT2

Part B: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
11.a	Explain the features of Integrated Marketing Communication with examples from airline promotional campaigns.	6	CO1	BT2

11.b	A premium airline uses storytelling ads. Explain DAGMAR approach in this context.	10	CO1	BT2
12.a	Interpret the IMC process adopted by a low-cost airline to maintain consistent brand messaging.	6	CO1	BT2
12.b	Failure of an airline campaign due to unclear messaging is observed. Interpret the communication process and identify issues.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
13.a	Develop a trade promotion plan for airlines working with online travel portals.	6	CO2	BT3
13.b	Utilize digital advertising tools to attract first-time flyers for an airline.	10	CO2	BT3
14.a	Plan an advertising campaign for a low-cost airline to increase off-peak bookings.	6	CO2	BT3
14.b	A premium airline targets business travelers through digital and print media. Select appropriate advertising media and justify your choice.	10	CO2	BT3

Part D: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
15.a	Develop an IMC strategy for an airline launching a new domestic route by utilizing appropriate advertising concepts.	6	CO2	BT3
15.b	A budget airline offers discounts and loyalty programs. Apply sales promotion strategies to improve customer acquisition.	10	CO2	BT3
16.a	Use of email and SMS campaigns is done by an airline. Apply direct marketing tools to improve customer engagement.	6	CO3	BT3
16.b	Promotion of a new airline route is done using both PR and advertising. Identify the tools and explain how they complement each other in IMC?	10	CO3	BT3

Part E: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
17.a	Utilize different tools of public relations to manage communication between the organization and its stakeholders.	6	CO3	BT3
17.b	Develop a structured public relations plan covering planning, implementation, and evaluation stages.	10	CO3	BT3
18.a	Telemarketing and direct mail campaigns show low response rates for an airline. Construct a strategy to improve the effectiveness of direct marketing efforts through better targeting, personalization, and customer segmentation.	6	CO3	BT3
18.b	Sponsorship of a major international sports event is undertaken by an airline to increase brand visibility among global audiences. Utilize sponsorship strategies to explain how the airline can maximize brand recall and customer engagement.	10	CO3	BT3

Part F: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
19.a	Utilize the POPAI model to develop an effective marketing communication process.	6	CO4	BT3
19.b	Apply the IMC evaluation process to measure the effectiveness of marketing communication campaigns.	10	CO4	BT3
20.a	Testing of a new airline service in selected cities before a national rollout is conducted by a company. Apply test marketing techniques to evaluate feasibility and reduce risks.	6	CO4	BT3
20.b	Use of internet-based promotions, banner ads, and social media campaigns is done by an airline. Develop an IMC strategy that incorporates current digital trends and evaluation mechanisms.	10	CO4	BT3