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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: DECEMBER - 2024
SEMESTER - V

Sub.: Integrated Marketing Communication (BBA22-514MM)

Date : 23/12/2024

Total Marks : 60

Time: 10.00 am To 12.30 pm

- Instructions:** 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. _____ is NOT an element of IMC?
 - a) Advertising
 - b) Public Relations
 - c) Logistics Management
 - d) Sales Promotion
2. Which Indian brand successfully used IMC by combining television ads, influencer marketing, and regional campaigns for its "Har Ghar Tyohar" campaign?
 - a) Tanishq
 - b) Malabar Gold
 - c) Asian paints
 - d) Parle
3. Which Indian brand effectively uses IMC strategies during its annual *Big Billion Days*?
 - a) Amazon
 - b) Myntra
 - c) Flipcart
 - d) Snapdal
4. *Zomato* frequently uses witty social media posts alongside app notifications and emails for campaigns. What IMC tool is primarily used here?
 - a) Personal Selling
 - b) Direct Marketing
 - c) Publicity
 - d) Event Marketing
5. Which global brand is known for its "Open Happiness" campaign?
 - a) Coca Cola
 - b) Nestle
 - c) Starbucks
 - d) Amul

Q. 2. State True / False (05)

1. Social media marketing cannot be integrated into IMC strategies.
 - a) True
 - b) False
2. IMC focuses on ensuring consistent messaging across all marketing channels.
 - a) True
 - b) False
3. IMC eliminates the need for market segmentation.
 - a) True
 - b) False
4. Sales promotions, Publicity, Public Relations are examples of IMC tools.
 - a) True
 - b) False
5. IMC campaigns rely solely on visual elements to create consistency.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Publicity
2. Trade Promotions
3. DAGMAR
4. Humour as an appeal
5. Surrogate Advertising

Q. 4. Answer in detail (Any Two) (20)

1. Several Indian brands have faced criticism for making exaggerated or false claims. Discuss Ethical Issues in Advertising.
2. What are the various Pros and Cons of Social Media Advertising?
3. Elaborate various functions of advertising.
4. Differentiate between advertising and sales promotion

Q. 5. Case study (15)

Herbal Glow, a new skincare brand, entered the market with a promise of 100% natural ingredients. The company designed an integrated marketing communication campaign that included the following elements:

1. **Advertising:** Television and social media ads showcasing the purity of the product, using a famous eco-conscious influencer.
2. **Public Relations:** Sponsoring eco-friendly events to build brand credibility.
3. **Sales Promotions:** Discounts for first-time buyers and combo offers during the first three months.
4. **Direct Marketing:** Personalized emails targeting consumers interested in organic products.

Despite an initial surge in sales, the brand experienced a 30% drop in sales after six months.

Questions :

1. Identify and discuss the IMC tools used in *Herbal Glow*'s campaign.
2. Analyze possible reasons for the decline in sales.
3. Recommend strategies to improve the IMC campaign's effectiveness.
