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MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: DECEMBER - 2024
FIRST SEMESTER
Sub: Integrated Marketing Communication (MADPR 22-105)

Date: 14/12/2024**Total Marks : 40****Time: 10.00 am to 12.00 pm**

Instruction:*All questions are compulsory.***Q. 1. Answer the following. (Any One) (15)**

- A) What do you understand by Advertising? What do you understand by Public Relations?
Write differences between Public Relations, Propaganda and Promotion.

OR

- B) Why do we need to construct an IMC Plan? What is the process of making an IMC plan?
Write some points one must keep in mind while making an IMC plan

Q. 2. Write short notes. (Any Three) (15)

- 1) Consumer Decision Making Process
- 2) Consumer versus Customer
- 3) What is a Media Plan
- 4) AIDA model of IMC

Q. 3. Open Ended Question (10)

Consider the following scenario: Launching PowerPulse Sports Drink

Background:

PowerPulse is a new all-natural sports drink offering hydration and sustained energy for athletes. Competing with brands like Gatorade, it has a limited \$500,000 marketing budget and aims to build awareness, drive sales, and foster loyalty.

Target Audience:

Primary: Fitness enthusiasts aged 18–35 (runners, cyclists, gym-goers). ***Secondary:*** Coaches, trainers, and wellness influencers.

Challenge:

Create an Integrated Marketing Communication (IMC) plan to:

1. Build brand awareness.
2. Drive initial sales and engagement.
3. Establish PowerPulse as a trusted, health-focused brand in a competitive market