

TILAK MAHARASHTRA VIDYAPEETH, PUNE

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

EXAMINATION: MAY - 2025

SEMESTER - V

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

Date : 30/05/2025

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. Giving extra stock to retailers for every 10 units sold is an example of:
 - a) Consumer promotion
 - b) Advertising
 - c) Direct marketing
 - d) Trade promotion
2. The Indian brand known for its emotional appeal with a tagline "Daag Acche Hain," is _____
 - a) Ghadi
 - b) Surf Excel
 - c) Wheel
 - d) Ariel
3. The AIDA model in advertising stands for:
 - a) Attention, Intensity, Desire, Action
 - b) Attention, Interest, Desire, Action
 - c) Awareness, Impact, Direction, Advertising
 - d) Attraction, Identification, Delivery, Approach
4. Advertising in a railway compartment is an example of _____ media.
 - a) Transit
 - b) Indoor
 - c) Transcript
 - d) Transactional
5. _____ is an example of a sales promotion tool.
 - a) Billboards
 - b) Press Release
 - c) Coupons
 - d) Sponsorship

Q. 2. State True / False (05)

1. Public relations is a type of paid promotion that directly aims to increase immediate sales.
 - a) True
 - b) False
2. Direct marketing allows businesses to communicate directly with a targeted audience, often using personalized messaging.
 - a) True
 - b) False
3. Companies can control the content and timing of publicity, just as they do with advertising.
 - a) True
 - b) False
4. Sales promotions are short-term incentives given to customers and consumers to enhance sales.
 - a) True
 - b) False
5. Advertising allows for immediate two-way communication between the advertiser and the consumer.
 - a) True
 - b) False

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

1. Mascot
2. Fear as an Appeal used in advertisements
3. Publicity
4. AIDA
5. Corporate Social Responsibility (CSR)

Q. 4. Answer in detail (Any Two)

(20)

1. Elaborate various Direct Marketing tools with relevant examples.
2. Discuss Emotional Appeals in detail with examples.
3. Discuss Rational Appeal in detail with examples
4. Suggest Suitable Sales Promotional techniques for:
 - a. Any Mobile Network Service
 - b. Degree Course in Crisis Management

Q. 5. Case study

(15)

A well-known soft drink brand, widely popular among teenagers and young adults, launched a new marketing campaign promoting its latest energy drink. The advertisement showcased young individuals consuming the drink and immediately experiencing an extreme surge in energy, enabling them to perform physically demanding tasks such as running faster, lifting heavy objects effortlessly, and excelling in sports activities. The ad's tagline emphasized that drinking the soft drink could provide "instant energy and unbeatable stamina."

The campaign was broadcasted across multiple media platforms, including television, social media, and print advertisements, targeting school and college-going teenagers. The brand collaborated with influencers and sports personalities to reinforce its claims and boost credibility.

Shortly after the advertisement aired, health experts and consumer rights groups raised concerns about the misleading nature of the claims. Several parents, teachers, and nutritionists argued that the soft drink contained high sugar and caffeine content, which could potentially have negative health effects rather than providing genuine energy or stamina. Many consumers, especially health-conscious individuals, criticized the brand on social media, calling out the false promises and unrealistic representation of energy-boosting effects.

Questions :

1. What ethical issues are present in this case?
2. How should brands ensure ethical advertising?
3. What could be the consequences of misleading advertisements for a brand
