

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (071)
EXAMINATION: DECEMBER - 2025
SEMESTER - V
Sub.: Integrated Marketing Communication (BBA22-514MM)

Date : 22/12/2025**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. IMC stands for _____.
 a) Integrated Marketing Communication b) International Marketing Concept
 c) Internal Marketing Coordination d) Innovative Marketing Campaign
2. The MarCom process begins with identifying the _____.
 a) Target audience b) Budget
 c) Media channel d) Product features
3. Advertising is a _____, _____ form of communication
 a) Paid, non-personal b) Free, personal
 c) Paid, personal d) Free, non-personal
4. Sales promotion offers _____ benefits to encourage purchase
 a) Short-term b) Long-term
 c) Emotional d) Technical
5. Public Relations aims at building a positive _____ for an organization.
 a) Profit b) Image
 c) Advertisement d) Discount

Q. 2. State True / False (05)

1. IMC helps maintain consistency in all marketing messages.
 a) True b) False
2. Publicity is always paid communication
 a) True b) False
3. Sales promotion gives long-term benefits to customers.
 a) True b) False
4. Ethical advertising avoids misleading claims
 a) True b) False
5. Direct marketing involves two-way communication with customers.
 a) True b) False

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

1. Characteristics of IMC
2. MarCom Process
3. Types of Advertisements
4. Tools of Public Relations
5. Scope of Sales Promotion

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

1. Explain the importance and benefits of Integrated Marketing Communication in modern business.
2. Describe the Communication Triangle used in IMC with suitable examples.
3. Discuss the advantages and limitations of advertising.
4. Explain the difference between consumer sales promotion and trade promotion.

Q. 5. Case study (15)

FreshFizz, a new energy drink brand, wants to create a strong image among college students and young professionals. The company plans to use Integrated Marketing Communication to launch its first campaign.

FreshFizz uses: Advertising: Social media ads showing active youth, Sales Promotion: Free samples at colleges, discount coupons, Public Relations: Sponsoring college festivals and sports events. Direct Marketing: SMS alerts for offers. However, customers complained that the message tone on social media is very different from the PR activities, causing confusion about the brand's personality. FreshFizz now wants to align all communication in a consistent manner.

Questions :

1. Identify the IMC components used by FreshFizz. How can the brand maintain message consistency across all platforms?
 2. Analyze FreshFizz's problem using the **MarCom process**.
 3. Suggest improvements in advertising and PR strategy to strengthen the brand image.
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