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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

EXAMINATION: MAY - 2026

SEMESTER - III

Sub.: Integrated Marketing Communication (MBA24-MM303)

Date : 30/05/2026

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.

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| Q. 1. | Write Short notes on (Any Three) | (15) |
| | <ol style="list-style-type: none"> 1. Brand Identity 2. Slice-of-Life Advertising 3. Sales Promotion Tools 4. Sponsorship 5. Celebrity Endorsement | |
| Q. 2. | Answer in detail (Any One) | (10) |
| | <ol style="list-style-type: none"> 1. Explain the various tools of Digital Marketing with suitable examples. 2. Discuss Humor Appeals used in advertising. Provide examples and explain why humor can be an effective communication strategy. | |
| Q. 3. | Answer in detail (Any One) | (10) |
| | <ol style="list-style-type: none"> 1. Elaborate the concept “Sex Appeal in Advertising”, with its advantages, limitations, and examples. 2. Suggest suitable Integrated Marketing Communication (IMC) tools for: <ol style="list-style-type: none"> a. A new online learning platform b. A fitness subscription app | |
| Q. 4. | Answer in detail (Any One) | (10) |
| | <ol style="list-style-type: none"> 1. “Ethical communication is essential in today’s marketplace” Justify this statement with suitable examples. 2. Examine the advantages and disadvantages of Digital Advertising in modern marketing. | |
| Q. 5. | <p>Glow Up Cosmetics, a popular skincare brand among young consumers, launched a new fairness and brightening cream named Glow Up Radiance+. The advertisement featured young models claiming that the cream could make skin visibly “lighter, brighter, and flawless within 7 days.” The ad showed before-and-after visuals that appeared dramatically altered. The tagline promoted the idea of achieving “perfect skin instantly.” The campaign was promoted heavily on Instagram, YouTube, and beauty blogs. Influencers were paid to endorse the product and share testimonials claiming “visible transformation.” However, dermatologists, women’s rights activists, and consumer groups raised concerns about the ad. Critics argued that: The advertisement promoted unrealistic beauty standards. Claims such as “instant fairness” were misleading and scientifically inaccurate. Altered images and visual effects misrepresented actual results. The messaging reinforced colorize, encouraging negative self-image among viewers. Soon, consumer complaints appeared across social media, calling the brand unethical. Many customers reported no visible change after using the product. Several media outlets highlighted the misleading claims, forcing the brand to recall the ad and publish an apology.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Identify the ethical issues present in Glow Up’s advertisement. 2. How can brands ensure ethical and responsible advertising when promoting beauty or skincare products? 3. What could be the consequences of misleading advertisements for Glow Up’s brand image, customer trust, and long-term market performance? | (15) |