



Name:

Enrolment No:

**UPES**

**End Semester Examination, December 2023**

**Course: IMC**

**Program: BBA-EPRCC**

**Course Code: MKTG2036**

**Semester: III**

**Time: 03 hrs.**

**Max. Marks: 100**

**Instructions: Attempt all Sections of Paper**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
Q 1	What is the role and importance of marketing communication in a business's success?	2	CO1
Q 2	How does Surrounding Environment Influence Consumer Buying Behavior?	2	CO1
Q 3	What are media objectives, and why are they important in the context of a marketing campaign?	2	CO1
Q 4	What is the promotion mix, and why is it important in marketing?	2	CO1
Q5	Discuss different types of Advertising Appeals give examples of each?	2	CO1
Q 6	What do you understand by Target Market, Is it different from Potential Market?	2	CO1
Q 7	What are the major issues in measurement of Advertisement Effectiveness, Discuss?	2	CO1
Q8	Discuss the role that integrated marketing communication plays in creating a brand image? How do media contribute to the development of these images?	2	CO1
Q 9	Discuss Sales Promotion Strategies with Suitable Examples?	2	CO1
Q 10	Differentiate Marketing PR from Advertising and Sales Promotion?	2	CO1

**SECTION B**  
**4Qx5M= 20 Marks**

Q 11	Discuss the role the Internet is playing regarding sales promotion. Why are many companies moving promotions such as contests and sweepstakes online?	5	CO2
Q 12	Discuss some of the major communication objectives a firm may have for its brand?	5	CO2

Q 13	Discuss the advantages and limitations of television as an advertising medium?	5	CO2
Q 14	The growth of Facebook has had a major impact on the way advertisers attempt to reach their customers. Discuss how Facebook has changed the media environment, citing examples.	5	CO2
<b>SECTION-C</b>			
<b>Descriptive Type: ATTEMPT ANY 3Qx10M=30 Marks</b>			
Q 15	Discuss the pros and cons for a marketer having one company handle all its integrated marketing communication needs versus using specialized marketing communication firms to handle the various components of the program.	10	CO3
Q 16	Assume that you have been hired as an account planner by an advertising agency and assigned to work on the advertising campaign for a new brand of bottled water. Describe the various types of general and product-specific preplanning input you might provide to the creative team.	10	CO3
Q 17 A	What is the significance of planning in marketing communication, and what are the key components of an effective marketing communication plan?	<b>OR</b>	<b>10</b>
Q17 B	Discuss how marketers are using various techniques to generate word-of-mouth discussion and buzz for their brands. Discuss the pros and cons of these techniques.		
<b>SECTION-D</b>			
<b>Situational Question: ATTEMPT ANY 2Qx15M= 30 Marks</b>			
Q 18	Why are the companies such as Procter & Gamble moving away from the use of traditional mass media advertising and looking for other contact points that can be used to connect with customers? How can various IMC tools be used by companies such as P & G to build and maintain relationships with their customers?	15	CO4
Q 19 A	Imagine you are a media planner for a fashion retailer launching a new collection of clothing for young adults. The client wants to reach a specific demographic of 18-30-year-olds. They have a limited budget and want to create a buzz around the launch. How would you approach the media planning for this campaign, considering the target audience and budget constraints?	15	CO4

	<b>OR</b>		
Q 19 B	What are some of the reasons marketing and brand managers are allocating more of their promotional budget to sales promotion rather than media advertising? Do you agree with critics who argue that the increased use of sales promotion is undermining brand equity for many once-powerful brands?		