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MMPM-007

**MASTER OF BUSINESS
ADMINISTRATION (MBA)**

Term-End Examination

December, 2024

**MMPM-007 : INTEGRATED MARKETING
COMMUNICATION**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Answer any **three** questions from
Section A.

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

Section—A

1. What are the key considerations that firms strongly believe in the adoption of IMC strategy in their businesses ? Explain various elements of IMC with examples.

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2. (a) Define the term Advertisement and discuss the different types of Advertisement used in Advertising.

(b) What is the basic purpose of advertising campaign ? With suitable examples, discuss the different types of advertising campaigns that marketers can make use to achieve a specific business objective.
3. (a) Define sales promotion and explain how it is different from advertising. Explain the various consumer and trade sales promotion techniques used by companies.

(b) Explain the meaning and purpose of direct marketing. Discuss the advantages and disadvantages of using direct marketing as a promotional strategy for businesses.
4. Write short notes on any *three* of the following :
 - (a) Social media marketing—its advantages and disadvantages
 - (b) Steps of media planning
 - (c) E-mail marketing and Web marketing
 - (d) Steps in preparing IMC budget
 - (e) Steps in handling legal issues in IMC

Section—B

5. (a) Differentiate between Media Planning and Media Buying. How do these two processes complement each other in a successful advertising campaign ? Explain with a suitable example of your choice where effective media planning positively influenced the media buying decisions.
- (b) Compare and contrast traditional media (e.g., TV, radio, print) with digital media (e.g., online advertising, social media) in terms of advantages and disadvantages at the time of media buying.
- (c) Define Integrated Marketing Communication (IMC) and explain the role of ethics in its implementation.

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