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MMPM-007

**MASTER OF BUSINESS
ADMINISTRATION (MBA)
Term-End Examination
December, 2025**

**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.

Section—A

1. (a) Identify and discuss the elements of IMC that a passenger car company can employ in promoting their maiden e-car in the Indian market. 10

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- (b) What media will you consider for the advertising campaign of this e-car in the Indian market. 10
2. Discuss the different types of advertising appeals with suitable examples that marketers can make use to achieve a specific business objective. Explain by giving suitable examples. 20
3. (a) Discuss importance of various Public Relation techniques with examples. 10
- (b) What is Bottom-up approach of IMC Budgeting ? How is it different from Top-Down approach ? 10
4. Write short notes on any *three* of the following : 20
- (a) Ethical Issues in IMC
- (b) Implications of Consumer Movement on IMC
- (c) Publicity *vs.* Public Relations
- (d) Direct Marketing Techniques
- (e) Website as Marketing Tool

Section—B

5. Kafe Enterprise, a vertically integrated coffee powerhouse, has successfully cultivated a significant presence in India's chained café segment, boasting a double-digit market share across by launching multi-format outlets across a hundred plus cities in the country. Their "bean-to-cup" model revolutionized coffee consumption, driving out-of-home demand through widespread vending machine and kiosk deployments (20,000+ machines, 400+ kiosks). Management has found that the vending machine and kiosk business contributed very little to the overall business and has remarkably declined in terms of consumption thus impacting a drop in the revenues.

Assuming that you are hired by the company to assess and evaluate the overall business and offer your recommendations

and future course of action specifically to revive the vending and kiosk line of business back on track.

Questions :

- (a) What objectives should you set for the IMC campaign to revive the vending and kiosk business ? 20
- (b) What combination of IMC tools you would suggest to reach the target audience and achieve the campaign objectives ? 20

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