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MMPM-007

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

**MMPM-007 : INTEGRATED MARKETING
COMMUNICATION**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Answer any **three** questions from
Section A. Section B is compulsory.
(ii) All questions carry equal marks.

Section—A

1. (a) Discuss briefly the constituents of IMC.
(b) Discuss with an example why website is
considered as a marketing tool.

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2. (a) Distinguish strategic and creative consideration in the context of advertising campaign planning with reference to health drink brand.

(b) Why does one need to measure advertising effectiveness ? Justify your answer.
3. (a) Launching a sales promotion campaign involves meticulous planning and effort. As a sales promotion campaign manager, what steps you will consider for successful launch of the sales promotion campaign ? Discuss.

(b) Discuss any *five* sales promotion schemes with examples.
4. Write short notes on any *three* of the following :
 - (a) Media Buying trends
 - (b) Legal issues in IMC

- (c) SEO and Content Marketing
- (d) Public Relation techniques
- (e) Advantages and disadvantages of Direct Marketing

Section—B

5. A globally recognized consumer appliance manufacture is poised to penetrate the Indian market through a newly established, wholly-owned subsidiary. Boasting a vast portfolio of 15,000 models across 96 categories and a presence in 166 countries, the company aims to introduce a comprehensive range of appliances—televisions, washing machines, refrigerators, microwave ovens, and air conditioners—with an initial focus on the South Indian region. It wishes to develop a business plan with the objectives of increasing brand value, differentiating its products, and establishing strong distribution system.

Questions :

- (a) What major factors should the company consider while designing its integrated marketing communication mix ?
- (b) What sales promotion techniques can the company offer the retailers to push the company's products ?

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