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MMPM-007

MASTER OF BUSINESS

ADMINISTRATION

(MBA)

Term-End Examination

June, 2026

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. Describe, with suitable examples, the influence consumer movements have on the integrated marketing communications of organisations. How far do you feel business organisations in India have responded to this influence ? Give reasons for your answer.
2. (a) Explain the use of sales response models in deciding budget for integrated marketing communication.

(b) Taking two examples each, describe the use of humor and emotional appeal in advertising campaigns.
3. (a) How has the role of print and audio-visual media communication changed with the rise of social media marketing ?

- (b) Distinguish between direct marketing and digital marketing on the basis of their purpose and impact on audience.
4. Write short notes on any *three* of the following :
- (a) Advertising *vs.* Integrated Marketing Communication
 - (b) Creativity in advertising
 - (c) Need of measuring ad effectiveness
 - (d) Public Relations as a component of IMC
 - (e) Paid, owned and earned media

Section—B

5. (a) How publicity as a free form of communication is advantageous for the organization ?

- (b) Explain with two suitable examples how stereotypes have been effectively broken in advertising ?
- (c) Describe any *two* common legal issues that advertiser may face in their business.

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