

MAJOR ELECTIVE COURSE – II INTEGRATED MARKETING COMMUNICATION

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Expand the term AIDA (i) Action Initiative Demand Aptitude (ii) Action Innovation Demand Activity (iii) Attention Interest Desire Action (iv) Attention Interest Demand Action	K1	CO1
	2	Which of the following is a component of communication response hierarchy? (i) Advertising (ii) Source (iii) Sales (iv) Publicity	K2	CO1
2	3	Which among the following is an example of a flanker brand? (i) Amul Icecream (ii) Hindustan Unilever (iii) Parle G (iv) Netflix	K1	CO2
	4	Identify the element of Brand Equity. (i) Brand Loyalty (ii) Brand Architecture (iii) Brand Positioning (iv) Brand Platform	K2	CO2
3	5	Which appeal uses music and jingles in the advertisement to enhance audience's attention? (i) Snob appeal (ii) Narrative appeal (iii) Romance Appeal (iv) Musical appeal	K1	CO2
	6	Choose the reason why post testing of advertising is required? (i) helps in measuring the impact and outcomes of ads (ii) helps measure the impact of your script (iii) helps measure the impact of production (iv) helps measure the impact of sales	K2	CO2
4	7	Expand the term e-WOM. (i) word of mouth (ii) online word of mouth (iii) digital word of mouth (iv) email word of mouth	K1	CO1
	8	What is a marketing strategy that uses short-term campaigns to increase sales of a product or service ? (i) Guerrilla advertising (ii) Product Placement (iii) Affiliate Marketing (iv) Sales Promotion	K2	CO2
5	9	Expand the term ASCI (i) Advertising Standards Committee of India. (ii) Advertising Standards council of India. (iii) Advertisement Standards council of India. (iv) Advertising Standards Commission of India.	K1	CO1
	10	Which among the following is the correct definition of pester power? (i) Children's purchasing behaviour (ii) Children's favourite brands (iii) Children's ability to persuade the parent's purchasing decisions (iv) Children's advertisement viewing behaviour	K2	CO2

Cont...

SECTION - B (35 Marks)

Answer **ALL** questions
ALL questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Define FCB Model and its need in advertising.	K2	CO1
		(OR)		
	11.b.	Enlist the components of AIDA.		
2	12.a.	Classify the components required for brand positioning.	K2	CO2
		(OR)		
	12.b.	Analyse the ethical issues in brand management.		
3	13.a.	Categorise the steps involved in media planning and selection.	K3	CO3
		(OR)		
	13.b.	Classify the different types of appeals used for creating an advertisement with suitable examples.		
4	14.a.	Enumerate the various forms online marketing communication platforms with examples.	K4	CO4
		(OR)		
	14.b.	Does influencer engagement lead to success in integrated marketing communication campaigns? Justify your answer with examples.		
5	15.a.	Elaborate the impact of deceptive advertisements upon consumers.	K4	CO5
		(OR)		
	15.b.	Discuss the role of ASCI in monitoring and regulating advertisements.		

SECTION - C (30 Marks)

Answer **ANY THREE** questions
ALL questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explain the significance of Integrated Marketing Communication in modern day marketing.	K2	CO1
2	17	Discuss the significance of brand equity for creative marketing.	K3	CO2
3	18	Highlight the need of measuring the effectiveness of the promotion tools and its impact upon the Integrated Marketing communication.	K3	CO3
4	19	Examine the role of digital media in transforming the integrated marketing communication.	K4	CO4
5	20	Present a case study of advertisement involving unethical means and deceiving consumers.	K5	CO5

Z-Z-Z

END