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		(An Autonomous Institute At		U, I	Luc	ckno	w)							
		MBA SEM: II - THEORY EXAN		23	20	02 4)								
		Subject: Integrated Mai	,											
Time	e: 3 Ho		C							N	lax.	Mar	ks:	100
		ructions:						,						
1. This	Ques	that you have received the question paper v tion paper comprises of three Sections -A, Subjective type questions.										tions	5	
		marks for each questions. marks for each question are indicated on the	right -hand side	of e	eac	h qu	iesti	ion.						
		your answers with neat sketches wherever	-	- 3		1								
		uitable data if necessary.												
	•	y, write the answers in sequential order. hould be left blank. Any written material a	fter a blank she	at 141	.:11	not	ha c	oval	lua	tod/	/ohoc	akad		
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		SECTION	Α										20	
1. Atte	mpt al	ll parts:-												
1-a.	II	MC stand for in marketing? (CO1)												1
	(a)	Integrated Marketing Campaign												
	(b)	Internet Marketing Communication												
	(c)	International Marketing Communication												
	(d)	Integrated Marketing Communication)										
1-b.	K	Ley benefit of using IMC in marketing is? (CO1)											1
	(a)	Inconsistent customer experiences												
	(b)	Higher communication costs												
	(c)	Streamlined communications												
	(d)	Complicated message delivery												
1-c.	E	explain what does "AIDA" stand for in the	context of IMC	? (C	O2	2)								1
	(a)	Attention, Interest, Decision, Action												
	(b)	Awareness, Interest, Desire, Action												
	(c)	Attraction, Interest, Desire, Action												
	(d)	Awareness, Interest, Decision, Action												
1-d.		This stage of the AIDA model involves perservice. (CO2)	suading the cons	ume	er 1	to pı	ırch	ıase	th	e pr	oduc	et or		1
	(a)	Attention												
	(b)	Interest												
	(c)	Desire												

1

(d)

(a)

(b)

1-e.

Action

"MARCOM" stand for in the context of IMC? (CO3)

Marketing Communication

Media and Advertising

I-f.		(a)	Moultot and Compatition					
1-f. This is a key benefit of implementing MARCOM strategies in IMC. (CO3)		(c)	Market and Competition Merchandising and Retail					
(a) Consistent brand messaging (b) Decreased customer engagement (c) Limited market reach (d) Increased production costs 1-g. This is NOT a commonly used MARCOM appeal in IMC. (CO4) (a) Emotional (b) Rational (c) Fear-based (d) Celebrity 1-h. This MARCOM appeal in IMC focuses on logical reasoning and factual evidence. (CO4) (a) Emotional (b) Rational (c) Fear-based (d) Humor 1-i. Which of the following is a primary advantage of using digital media in IMC? (CO5) (a) Limited audience reach (b) Wide reach (c) High production costs (d) Slow response time 1-j. Define the role content marketing play in digital media within IMC? (CO5) (a) Providing valuable and relevant content (b) Minimizing brand visibility (c) Maximizing advertising costs (d) Reducing customer engagement 2. Attempt all parts: 2. Attempt all parts: 2. 2.a. Describe the primary objectives of IMC campaigns. (CO1) 2.b. Explain the stages of the AIDA model in the context of consumer decision-making. (CO2) 2.c. Explain the importance of storytelling in advertising strategies. (CO4) 2.e. Describe the role of social media platforms in digital marketing. (CO5) 3. Answer any five of the following: 3. Answer and five and any five and any five and any five any f	1 f	` ′	-					
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2.e. Describe the role of social media platforms in digital marketing. (CO5) SECTION B 3. Answer any five of the following:- 3-a. Discuss how IMC contributes to brand consistency across various marketing channels. (CO1) 3-b. Analyze the role of digital media in enhancing IMC efforts in modern marketing. (CO1) 3-c. Explain the stages of the AIDA model in influencing consumer decision-making. (CO2) 3-d. Describe the role of 'Attention' in the AIDA model and how it initiates the consumer	2.c.	E	explain the primary goals of marketing communications in business. (CO3)		2			
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 3. Answer any <u>five</u> of the following:- 3-a. Discuss how IMC contributes to brand consistency across various marketing channels. (CO1) 3-b. Analyze the role of digital media in enhancing IMC efforts in modern marketing. (CO1) 5-c. Explain the stages of the AIDA model in influencing consumer decision-making. (CO2) 6-6 3-d. Describe the role of 'Attention' in the AIDA model and how it initiates the consumer 6-6 	2.e.	Γ	Describe the role of social media platforms in digital marketing. (CO5)		2			
3-a. Discuss how IMC contributes to brand consistency across various marketing channels. (CO1) 3-b. Analyze the role of digital media in enhancing IMC efforts in modern marketing. (CO1) 6 3-c. Explain the stages of the AIDA model in influencing consumer decision-making. (CO2) 6 3-d. Describe the role of 'Attention' in the AIDA model and how it initiates the consumer 6			SECTION B	30				
(CO1) 3-b. Analyze the role of digital media in enhancing IMC efforts in modern marketing. (CO1) 6 3-c. Explain the stages of the AIDA model in influencing consumer decision-making. (CO2) 6 3-d. Describe the role of 'Attention' in the AIDA model and how it initiates the consumer 6	3. Ans	wer aı	ny <u>five</u> of the following:-					
3-c. Explain the stages of the AIDA model in influencing consumer decision-making. (CO2) 6 3-d. Describe the role of 'Attention' in the AIDA model and how it initiates the consumer 6	3-a.		· · · · · · · · · · · · · · · · · · ·		6			
3-d. Describe the role of 'Attention' in the AIDA model and how it initiates the consumer 6	3-b.	A	analyze the role of digital media in enhancing IMC efforts in modern marketing. (CO1)		6			
	3-c.	Е	Explain the stages of the AIDA model in influencing consumer decision-making. (CO2)		6			
journey. (CO2)	3-d.		Describe the role of 'Attention' in the AIDA model and how it initiates the consumer purney. (CO2)		6			

3.e.	Describe the process of developing a MARCOM plan. (CO3)	6
3.f.	Discuss the impact of emotional appeal on advertising effectiveness. (CO4)	6
3.g.	Explain the role of social media platforms in digital marketing. (CO5)	6
	SECTION C	50
4. Answer	any one of the following:-	
4-a.	Describe the Core objectives of IMC campaigns. (CO1)	10
4-b.	Explain the role of digital media in enhancing IMC efforts. (CO1)	10
5. Answer	any one of the following:-	
5-a.	Explain the purpose of the AIDA model in marketing communication. (CO2)	10
5-b.	Describe the stages of the AIDA model and their sequence. (CO2)	10
6. Answer	any one of the following:-	
6-a.	Discuss the role of branding in MARCOM efforts. (CO3)	10
6-b.	Illustrate the impact of MARCOM on consumer perception. (CO3)	10
7. Answer	any one of the following:-	
7-a.	Explain the role of storytelling in effective advertising campaigns. (CO4)	10
7-b.	As the Marketing Head of an Advertising Agency, What should you consider while creating a Social Media campaign for an Online Education application? (CO4)	10
8. Answer	any one of the following:-	
8-a.	Explain the concept of digital media convergence and its significance. (CO5)	10
8-b.	Illustrate the role of social media platforms in digital marketing. (CO5)	10
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