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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA - IEV

SEM: II - THEORY EXAMINATION (2023 - 2024)

Subject: Integrated Marketing Communication

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION A

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1. Attempt all parts:-

- 1-a. IMC stand for in marketing? (CO1) 1
- (a) Integrated Marketing Campaign
  - (b) Internet Marketing Communication
  - (c) International Marketing Communication
  - (d) Integrated Marketing Communication
- 1-b. Key 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. Explain what does "AIDA" stand for in the context of IMC? (CO2) 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 persuading the consumer to purchase the product or service. (CO2) 1
- (a) Attention
  - (b) Interest
  - (c) Desire
  - (d) Action
- 1-e. "MARCOM" stand for in the context of IMC? (CO3) 1
- (a) Marketing Communication
  - (b) Media and Advertising

- (c) Market and Competition  
(d) Merchandising and Retail
- 1-f. This is a key benefit of implementing MARCOM strategies in IMC. (CO3) 1  
(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) 1  
(a) Emotional  
(b) Rational  
(c) Fear-based  
(d) Celebrity
- 1-h. This MARCOM appeal in IMC focuses on logical reasoning and factual evidence. (CO4) 1  
(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) 1  
(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) 1  
(a) Providing valuable and relevant content  
(b) Minimizing brand visibility  
(c) Maximizing advertising costs  
(d) Reducing customer engagement

2. Attempt all parts:-

- 2.a. Describe the primary objectives of IMC campaigns. (CO1) 2  
2.b. Explain the stages of the AIDA model in the context of consumer decision-making. (CO2) 2  
2.c. Explain the primary goals of marketing communications in business. (CO3) 2  
2.d. Explain the importance of storytelling in advertising strategies. (CO4) 2  
2.e. Describe the role of social media platforms in digital marketing. (CO5) 2

**SECTION B**

**30**

3. Answer any five of the following:-

- 3-a. Discuss how IMC contributes to brand consistency across various marketing channels. (CO1) 6  
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 journey. (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**

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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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