

D 136312

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Name.....

Reg. No.....

**THIRD SEMESTER M.B.A. DEGREE (REGULAR) EXAMINATION****JANUARY 2026**

M.B.A.

BUS 3EM 06—INTEGRATED MARKETING COMMUNICATION

(2024 Scheme)

Time : Three Hours

Maximum : 60 Marks

**Part A***Answer all questions.**Each question carries 2 marks.*

1. Define marketing communication.
2. State any *two* characteristics of a strong USP.
3. What is an advertising medium ?
4. Define direct marketing.
5. What are IMC analytics ?

(5 × 2 = 10 marks)

**Part B***Answer any four questions from this Part.**Each question carries 4 marks.*

6. Explain the evolution of Integrated Marketing Communications.
7. Differentiate between branding and positioning in the context of IMC.
8. What are creative strategies in advertising ? Explain their significance in IMC campaigns.
9. What is corporate reputation ? How is it built over time ?
10. Explain the role of feedback and metrics in improving IMC campaign outcomes.
11. Define Public Relations and explain its significance within Integrated Marketing Communication.

(4 × 4 = 16 marks)

**Turn over**

**Part C**

Answer any **three** questions from this Part.

Each question carries 8 marks.

12. Discuss the role of Integrated Marketing Communication in achieving consistency across marketing communications.
13. Discuss various positioning strategies used in Integrated Marketing Communication.
14. Explain the different types of advertising media available to marketers. Discuss their suitability for reaching diverse target audiences.
15. Differentiate between direct marketing and sales promotion and explain their significance in Integrated Marketing Communication.
16. Discuss the major quantitative and qualitative KPIs used to evaluate IMC campaign performance.

(3 × 8 = 24 marks)

**Part D****Compulsory Question.**

10 marks.

- 17 TechNova is a consumer electronics brand that recently launched a new smartwatch through an extensive IMC campaign. The campaign included television advertisements, influencer marketing, email promotions, social media contests, and in-store demonstrations. While the campaign generated high visibility, the management struggled to assess which communication tools actually contributed to sales.

Different teams reported different performance indicators, such as website visits, social media engagement, email open rates, and in-store inquiries. However, there was no unified framework to evaluate overall campaign effectiveness. As a result, future marketing decisions were based on assumptions rather than data-driven insights.

The company now wants to improve how it measures and optimizes its IMC efforts.

Questions :

- a) Analyse the challenges faced by TechNova in measuring the effectiveness of its IMC campaign.

(10 marks)