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Gandhi Institute of Engineering and Technology University, Odisha, Gunupur
(GIET UNIVERSITY)



M.B.A. (Fourth Semester) Regular Examinations, April - 2026
23MBAPC24003 - Integrated Marketing Communication
(MBA)

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A**(2 x 5 = 10 Marks)**Q.1. Answer **ALL** questions

- | | CO # | Blooms
Level |
|--|------|-----------------|
| a. Define marketing communication. | CO1 | K1 |
| b. Suggest any two suitable media options for promoting a new mobile app and justify the choice. | CO1 | K2 |
| c. Apply the concept of marketing communication by identifying any two communication tools used by a local business. | CO3 | K3 |
| d. Write about media planning. | CO6 | K1 |
| e. Design a simple direct marketing idea for promoting a new product in your locality. | CO5 | K4 |

PART – B**(10 x 5 = 50 Marks)**Answer **all the** questions

- | | Marks | CO # | Blooms
Level |
|--|-------|------|-----------------|
| 2. a. Explain steps involved in developing an IMC programme. | 5 | CO1 | K2 |
| b. Distinguish between advertising and marketing mix. | 5 | CO1 | K2 |
| OR | | | |
| c. A retail company is experiencing low customer engagement despite spending heavily on advertising. The company uses multiple communication channels but lacks proper coordination among them. Analyse how Integrated Marketing Communication can improve effectiveness and achieve better results in this situation. | 10 | CO1 | K3 |
| 3. a. Explain types of advertising agencies with suitable examples. | 6 | CO1 | K2 |
| b. A new Indian skincare brand “Glow Nest” has recently launched its range of organic face creams targeting young urban consumers. The company uses Instagram ads with attractive visuals, influencer promotions to build credibility, detailed product videos explaining benefits, and limited-time discount offers to encourage purchase. Despite good initial visibility, the company wants to ensure that customers move effectively from awareness to final purchase. Analyse the application of the AIDA model in the given situation. | 4 | CO2 | K3 |
| OR | | | |
| c. Explain advertising budgeting and factors affecting advertising budget. | 5 | CO2 | K1 |
| d. Describe advertising budgeting methods. | 5 | CO2 | K1 |
| 4. a. Discuss problems encountered in media planning. | 5 | CO3 | K4 |
| b. Explain elements of creative strategy. | 5 | CO5 | K2 |
| OR | | | |
| c. Explain media planning process with suitable examples. | 6 | CO3 | K3 |
| d. Discuss the importance of headline and body copy in advertising. | 4 | CO5 | K2 |

5. a.	Discuss advantages and disadvantages of direct marketing.	6	CO5	K3
b.	Explain the reasons behind growth of direct marketing.	4	CO6	K6
OR				
c.	A company wants to increase customer reach using both traditional and modern promotional methods but is confused about choosing the right combination of strategies. Analyse conventional and unconventional promotional methods and suggest a suitable mix for the company.	5	CO6	K5
d.	Explain Co-operative advertising and its types with suitable example.	5	CO6	K2
6. a.	Explain global environment in advertising.	5	CO4	K2
b.	Discuss advantages and limitations of internet advertising.	5	CO5	K1
OR				
c.	Explain decision areas in international advertising with suitable examples.	10	CO4	K2
End of Paper				