

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: MMS (2020-22)**  
**Fourth Semester Examination May 2022**

<b>Course Name</b>	<b>Integrated Marketing Communications (IMC)</b>	<b>Course Code</b>	MMS-M405
<b>Roll No.</b>		<b>Marks</b>	60
<b>Total No. of Questions</b>	<b>35</b>	<b>Duration</b>	3 Hours
<b>Total No. of printed pages</b>	<b>5</b>	<b>Date</b>	18.05.2022

**Course Outcome Statements:**

**CO1.** Recall all the concepts covered in the course of Integrated Marketing Communications.

**CO2.** Explain the fundamentals of IMC and various media and agency functions.

**CO3.** Apply concepts of IMC like Media Scheduling, Planning, and Implementation to various sectors of business through case studies.

**CO4.** Analyze different IMC tools for their benefits and limitations for different businesses.

**CO5.** Evaluate Promotional Campaigns – Sales Promotion, and Consumer Promotions for different organizations.

**Instructions: -**

**Section I**

**Q1 (All Questions are Compulsory) From Q2 To Q5 Attempt Any three questions**

**Section II**

**All 30 Multiple Choice Questions are compulsory**

**SECTION I**

Q. No.	Questions	Marks	BL	CO
<b>Q1</b>	<p><b>Case/Case-let Study (500-800 words)</b></p> <p>Samsung has gone all out to promote its two new phone models - Galaxy S22 and S22+. To drive home the message about the features, the South Korean smartphone maker has released three new ads on its YouTube channel. The first ad mimics a period drama, with an aristocratic woman looking at a painting of the phone, inquiring about its features. The woman proclaims that she has no idea what the touted features mean, but seems impressed with the overall look and feel of the phone, nonetheless. The second ad continues with the aristocratic theme, with two portraits of the phone being unveiled at what seems like a ball. The woman nods, solemnly agreeing that the phone is, indeed, beautiful and we zoom in to see more examples of the build and design.</p> <p>According to a press release, the design of these phones is intentionally different from previous models. The camera layout has been rearranged to establish a design identity that the Galaxy S series will maintain, going forward. The camera has been positioned in such a way that it is equidistant from the devices' horizontal and vertical edges, creating a more refined impression.</p>			
	<b>a.</b> Apply the DAGMAR approach to advertising to briefly explain the campaign given in the case-let.	<b>2</b>	<b>Level 3</b>	<b>CO3</b>
	<b>b.</b> Differentiate between two ad commercials described in the case let in terms of advertising objectives and the message	<b>5</b>	<b>Level 4</b>	<b>CO4</b>

		communicated.			
	<b>c.</b>	Evaluate any two parameters of rational appeal to the user for a new smartphone launched by Samsung.	<b>2</b>	<b>Level 5</b>	<b>CO5</b>
<b>Attempt any THREE questions out of four questions below:</b>					
<b>Q2</b>	<b>a.</b>	Explain the concepts of media planning and media scheduling for promotion of an international school opening a new branch announcing for admissions in the new academic year.	<b>3</b>	<b>Level 4</b>	<b>CO4</b>
	<b>b.</b>	Reframe a print advertisement copy for a product or service of your choice by labelling each component of the advertisement copy.	<b>4</b>	<b>Level 5</b>	<b>CO5</b>
<b>Q3</b>	<b>a.</b>	Differentiate between the following terms with respect to advertising: GRP, Continuity, Impact	<b>3</b>	<b>Level 4</b>	<b>CO4</b>
	<b>b.</b>	Evaluate the methods of Advertising and Sales Promotion for their two advantages and disadvantages.	<b>4</b>	<b>Level 5</b>	<b>CO5</b>
<b>Q4</b>	<b>a.</b>	Compare the methods of direct marketing and personal selling for a product category of your choice in electronics based on any three parameters.	<b>3</b>	<b>Level 4</b>	<b>CO4</b>
	<b>b.</b>	Recommend any two media vehicles with suitable brief content for each to promote a fitness service brand Cult. Fit.	<b>4</b>	<b>Level 5</b>	<b>CO5</b>
<b>Q5</b>	<b>a.</b>	Differentiate between the following terms in terms of advertising on television: Reach, Frequency, CPM	<b>3</b>	<b>Level 4</b>	<b>CO4</b>
	<b>b.</b>	Rank the four different tools of Integrated marketing communications viz. Advertising, Sales promotion, direct marketing and public relations with reasons to rank, for considering in a media plan for a start-up of selling groceries online.	<b>4</b>	<b>Level 5</b>	<b>CO5</b>

## SECTION II

All Questions are compulsory

Q. No.	Question Statement	Option 1	Option 2	Option 3	Option 4	Marks	BL	CO
MCQ 1	Integrated Marketing Communications involves one of the following?	Selection of pricing strategy for the products	coordinating the various promotional elements and other marketing activities	planning sales strategy	planning the distribution efforts of the firm	1	Level 1	CO1
MCQ 2	Which of the following is the first step in the designing of the Advertising campaign?	Develop media plan	Defining advertising objectives	Identification and analysis of target audience	Evaluation advertising effectiveness	1	Level 1	CO1
MCQ 3	What will you call the total number of copies of a publication sold through various forms of distribution?	Circulation	Readers per copy	Coverage	Gross rating point (GRP)	1	Level 1	CO1
MCQ 4	The element "Body Copy" in the print advertisement includes the following?	Artwork and illustration	Address and contact number	Storyboard	Logo and Brand name	1	Level 1	CO1
MCQ 5	Advertising placed on any media which is not inside the home, on any outdoor media, is known as?	Transit Advertising	Out of Home (OOH)	Personal Selling	Sales Promotion	1	Level 1	CO1
MCQ 6	A specific type of interstitial advertisement that is triggered by some user event in the case of Digital advertising is called one of the following?	Superstitial	Pre-stitial	Splash	Pop-ups	1	Level 1	CO1
MCQ 7	The ability of an advertising medium to reach the target market (demographically) without waste will be identified as?	Class selectivity	Geographic selectivity	Continuity	Frequency	1	Level 1	CO1
MCQ 8	Which of the following are not a component of advertising message copy?	Body Copy	Signature	Artwork or illustrations	Gross rating point (GRP)	1	Level 1	CO1
MCQ 9	E-mail marketing messages sent directly to interested consumers who "opt-in" or have not "opted out" are known as?	Direct Marketing E-mails	Inbound Telemarketing	Spam	Outbound Telemarketing	1	Level 1	CO1
MCQ 10	A total number of ratings for different media vehicles is best explained as which of the following?	Gross Impressions	Gross Impression point (GIP)	Gross Rating Point (GRP)	Cost per rating point (CPP)	1	Level 2	CO2
MCQ	In the advertising message copy, Layout	Body Copy	Artwork	Signature	Headline	1	Level	CO2

11	and Illustrations are included in which of the given options?						2	
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Q. No.	Question Statement	Option 1	Option 2	Option 3	Option 4	Marks	BL	CO
MCQ 12	Media evaluation terminology which identifies translation of GRPs into people; the number of audience exposures multiplied by the number of times they will see or hear vehicles, is?	Cost per rating point (CPP)	Gross rating point (GRP)	Gross impressions	Readers per copy	1	Level 2	CO2
MCQ 13	The attention-getting ability of the media vehicle(s) selected to run the ad is known as which of the following?	Reach	Dominance/ Impact	Frequency	Continuity	1	Level 2	CO2
MCQ 14	Telephone calling by the marketer or marketer's agent to individual prospects, seeking purchase, subscription, membership or participation by making a call to recipient is explained as?	Personal Marketing	Inbound Telemarketing	Outbound Telemarketing	Public Relations	1	Level 2	CO2
MCQ 15	Which department of the Advertising agency deals with the copy visuals and artwork?	Account planning	Creative	Client servicing	Media	1	Level 2	CO2
MCQ 16	Which of the following functions do not fall under the function of ORM (Online Reputation Management)?	Search Protection	Review Management	Damage Repair	Sales management	1	Level 2	CO2
MCQ 17	Product release announcements, cause-related marketing, sponsorship, articles fall under which of these forms of marketing communications?	Reactive PR	Intermittent PR	Direct marketing	Proactive PR	1	Level 2	CO2
MCQ 18	In the Hierarchy of effects Model of Communication, which of the following actions occur at the Affective Stage?	Interest, Desire	Interest, Evaluation	Liking, preference, Conviction	Yielding, Recognition	1	Level 2	CO2
MCQ 19	Which of the following tools of integrated marketing communications deals with customer communications through telephones and e-mails?	Public Relations	Advertising	Sales Promotion	Direct Marketing	1	Level 3	CO3
MCQ 20	Online marketing communications which provide equivalent help like from that of a sales representative is known as which of the following?	Online Catalogue	Blog Advertising	Interstitial Ads	Online Chat	1	Level 3	CO3

Q. No.	Question Statement	Option 1	Option 2	Option 3	Option 4	Marks	BL	CO
MCQ 21	Analyze and identify the most persuasive source of marketing communication that enables immediate feedback and gives complex information?	Advertising	Sales promotion	Public relation	Personal selling	1	Level 3	CO3
MCQ 22	In the AIDA Model of Marketing Communication, which of the following actions occur at the Affective Stage?	Interest, Desire	Interest, Evaluation	Liking, preference, Conviction	Yielding, Recognition	1	Level 3	CO3
MCQ 23	Evaluate and select one of the advantages of Broadcasting television media.	high cost of production	Ability to demonstrate product use	Low cost of production	Lack of attention by the audience	1	Level 3	CO3
MCQ 24	Which of the following is explained as the first step in the process of Personal Selling?	Approach	Pre-approach	Handling Objections	Prospecting and Qualifying	1	Level 3	CO3
MCQ 25	Marketers facilitate and invite prospects to call a central location via a long-distance number, this type of marketing communication is known as which of the following?	Personal Marketing	Inbound Telemarketing	Outbound Telemarketing	Public Relations	1	Level 3	CO3
MCQ 26	An average number of times the target is likely to be exposed to the ad in a given time frame is known as which of the following?	Media Reach	Media Frequency	Continuity	Cost-effectiveness (CFM)	1	Level 3	CO3
MCQ 27	Push through communications where the distributor plays an important role in sales by providing information or some expertise, are used for which of the following product categories?	Electric Hardware products	FMCG products	Confectionery	Apparels	1	Level 3	CO3
MCQ 28	Public Relations and Sales promotions are differentiated from each other based on which of the attribute?	Mass versus customized	No direct payment to media versus a wide range of fees paid	High ROI versus Low ROI	logical versus illogical	1	Level 3	CO3
MCQ 29	Apply the concept of reach, frequency, and Continuity for designing a campaign for the year-end sales of a luxury automobile brand, and select the best plan?	Maximum reach, high frequency, and low continuity	small and selective reach, high frequency with short duration continuity	Maximum reach, high frequency, and year-long continuity	Small reach, low frequency, and the long continuity	1	Level 3	CO3
MCQ	Decide among the following which of the ad-	Comparative Parity	Percentage of sales	Objective and	Arbitrary	1	Level	CO3

30	budgeting method is based upon based largely on what competition is doing?	method	method	Task Method	allocation method		3	
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