

**Scheme of Evaluation
Internal Assessment Test 1–Aug-2025**

Sub: **Integrated Marketing Communication**

Code: 22MBAMM404

Date: _____ Max
Duration: 90mins Marks: 50 **Sem:** I

Branch: MBA

Note: Part A - Answer Any Two Full Questions (20*02=40 Marks)

Part B - Compulsory (01*10= 10marks)

Part	Question #	Description	Marks Distribution		Max Marks
A	1	a) What is meant by “Advertising Appeal” and give one example	Advertising Appeal – Key Sub Points <ul style="list-style-type: none"> Definition: The technique used in advertisements to attract consumers’ attention and influence their feelings, attitudes, or behavior. Purpose: Creates desire, connects with emotions/needs, and persuades the audience. Types: Emotional appeal, Rational appeal, Fear appeal, Humor appeal, etc. Example: <i>Emotional Appeal</i> – An ad showing a happy family enjoying Coca-Cola together to create feelings of joy and togetherness. 	3	20 M
		b) Compare and contrast Advertising and the Marketing Mix with suitable examples.	Comparison of Advertising and Marketing Mix – Sub Points Advertising <ul style="list-style-type: none"> Definition: A paid form of communication to promote products/services. Scope: One element of promotion (subset of marketing mix). Focus: Informs, persuades, and reminds customers. Mediums: TV, radio, print, digital, outdoor. 	7	

			<ul style="list-style-type: none"> • Example: Nike’s “Just Do It” campaign (Advertising to build brand image). <p>Marketing Mix (4Ps/7Ps)</p> <ul style="list-style-type: none"> • Definition: A business tool that involves a set of actions to promote and sell products. • Scope: Broader – includes Product, Price, Place, Promotion (and People, Process, Physical Evidence in services). • Focus: Satisfying customer needs by offering the right product at the right place and price. • Elements: Product design, pricing strategy, distribution, promotional tools. • Example: McDonald’s – <ul style="list-style-type: none"> ○ Product: Burgers, fries. ○ Price: Value meals. ○ Place: Global outlets, delivery apps. ○ Promotion: Advertisements, discounts. <p>Contrast</p> <ul style="list-style-type: none"> • Advertising = Communication tool. • Marketing Mix = Strategic framework (advertising is just one part). 		
	c)	Discuss the different types of advertising, their purposes, and their relevance at various stages of a product’s life cycle.	<p>Types of Advertising, Purpose & Relevance in Product Life Cycle (PLC) – Key Points</p> <ol style="list-style-type: none"> 1. Informative Advertising <ul style="list-style-type: none"> ○ Purpose: Create awareness, educate about product features/benefits. ○ PLC Stage: <i>Introduction Stage</i> (new product launch). ○ Example: Ads introducing electric vehicles’ eco- 	10	

			<p>friendly features.</p> <p>2. Persuasive Advertising</p> <ul style="list-style-type: none"> ○ Purpose: Influence customer choice, build brand preference. ○ PLC Stage: <i>Growth Stage</i> (competition increases). ○ Example: Pepsi vs. Coke campaigns. <p>3. Reminder Advertising</p> <ul style="list-style-type: none"> ○ Purpose: Reinforce brand loyalty, remind customers of continued availability. ○ PLC Stage: <i>Maturity Stage</i>. ○ Example: Colgate reminding customers about oral health daily use. <p>4. Reinforcement Advertising</p> <ul style="list-style-type: none"> ○ Purpose: Assure customers they made the right purchase decision. ○ PLC Stage: <i>Maturity/Decline Stage</i>. ○ Example: Automobile ads highlighting after-sales service. 		
2	a)	Name any three criteria used for selecting an advertising agency.	<p>1. Experience & Expertise – The agency’s track record, industry knowledge, and specialization in the client’s product or service area.</p> <p>2. Creative Capabilities – The quality, originality, and effectiveness of their previous advertising campaigns.</p> <p>3. Cost & Budget Compatibility – Whether the agency’s fee structure and services align with the client’s advertising budget.</p>	3	20 M
	b)	Discuss three common budgeting methods used in advertising	<p>Here are three common budgeting methods used in advertising campaigns (key points only):</p> <p>1. Percentage of Sales Method</p>	7	

			campaigns.	<ul style="list-style-type: none"> ○ Budget set as a fixed % of past or projected sales. ○ Simple, aligns spend with revenue. ○ Risk: ignores market opportunities or competition. <p>2. Competitive Parity Method</p> <ul style="list-style-type: none"> ○ Budget based on competitor spending levels. ○ Ensures industry presence, avoids under/overspending. ○ Risk: assumes competitors' strategy is correct. <p>3. Objective-and-Task Method</p> <ul style="list-style-type: none"> ○ Budget derived from campaign goals and tasks needed. ○ Most logical and result-oriented approach. ○ Risk: requires detailed planning, may be costly. 		
		c)	Evaluate the criteria for selecting an advertising agency and explain how agencies are periodically assessed for effectiveness.	<p>Criteria for Selecting an Advertising Agency</p> <ul style="list-style-type: none"> • Expertise & Creativity – Quality of past campaigns, innovation, and creative capabilities. • Industry Experience – Understanding of client's market and target audience. • Reputation & Track Record – Success stories, awards, and client references. • Resources & Team Strength – Skilled professionals, infrastructure, and technology. <p>Periodic Assessment of Agency Effectiveness</p> <ul style="list-style-type: none"> • Campaign Performance Metrics – Reach, impressions, engagement, and conversions. 	10	

				<ul style="list-style-type: none">• Return on Investment (ROI) – Sales growth or brand value achieved vs. ad spend.• Creativity & Innovation – Freshness of ideas and ability to adapt to trends.• Client Satisfaction – Feedback, responsiveness, and relationship management.		
3	a)	What is the importance of a headline in advertising copy?	Importance of a Headline in Advertising Copy <ul style="list-style-type: none">• Grabs Attention – First element noticed, draws reader in.• Creates First Impression – Sets tone of the ad, sparks interest.• Communicates Core Message – Summarizes main benefit or unique selling proposition (USP).• Encourages Engagement – Motivates reader to read further.	3	20 M	
	b)	Compare print media and broadcast media in terms of reach, cost, and effectiveness.	Comparison: Print Media vs Broadcast Media 1. Reach: <ul style="list-style-type: none">• Print Media: Limited to literate audiences, region-specific, slower reach.• Broadcast Media: Wide mass audience, instant reach, covers both literate and illiterate. 2. Cost: <ul style="list-style-type: none">• Print Media: Relatively cheaper for local ads, but costly for national circulation.• Broadcast Media: High production and airtime cost, but greater cost-efficiency for mass exposure.	7		

				3. Effectiveness: <ul style="list-style-type: none"> • Print Media: Better for detailed information, reference value, longer shelf life. • Broadcast Media: More impactful with visuals + audio, creates emotional appeal, but short-lived. 	
	c)	Explain the role of creativity in media strategy. How can headlines and body copy enhance the effectiveness of an advertisement?	Role of Creativity in Media Strategy <ul style="list-style-type: none"> • Differentiates brand from competitors. • Attracts and retains audience attention. • Simplifies complex messages into engaging formats. • Enhances emotional appeal and recall value. • Aligns message with right media platform for maximum impact. • Increases shareability and word-of-mouth reach. Headlines <ul style="list-style-type: none"> • Grab immediate attention. • Summarize the key benefit/message. • Spark curiosity and encourage reading further. • Establish brand tone and positioning. Body Copy <ul style="list-style-type: none"> • Expands on the promise made in the headline. • Provides details, benefits, and persuasive arguments. • Builds credibility with facts, testimonials, or storytelling. • Creates a call-to-action (CTA) to drive desired response. 	10	

				Case:		
		A)	How did the use of Integrated Marketing Communications contribute to the brand's success in this case?	<p>A popular organic food brand wanted to expand its market presence among urban millennials. Instead of relying only on TV ads, the company used an Integrated Marketing Communications (IMC) strategy by combining social media campaigns, influencer partnerships, email newsletters, point-of-sale promotions, and interactive mobile apps. Consistent messaging about “healthy living” was maintained across all channels, ensuring brand recall. Customer feedback from digital platforms was integrated into product development, making the communication two-way. Sales increased by 35% within six months, and brand loyalty significantly improved. This case highlights how IMC creates synergy when all communication channels are aligned.</p>	10	10 M