



Seat No. : _____

DR-101

December-2025

IMBA, Sem.-IX

IMBA in Finance Management (FM) / IMBA in Business Management (BM) /

IMBA in Human Resource and Public Administration (HRPA) / IMBA in

Business Economics and Management (BEM)

(IMC) MBA_M_305/BEM_MBA_M_305/HR_MBA_M_305/

FM_MBA_M_305

Integrated Marketing Communication

Time : 2:30 Hours]

[Max. Marks : 70

1. Discuss the main IMC tools, such as advertising, sales promotion, publicity, public relations and event sponsorship. How does each tool contribute to a comprehensive marketing strategy ? 14

2. Describe the communication process in marketing, highlighting the roles of source, message and channel factors. Why is understanding this process critical for marketers ? 14

OR

2. Explain different creative strategies and execution styles used in marketing communication. How do types of appeals (rational, emotional, moral) impact campaign effectiveness ? 14

3. Explain the AIDA model and the Hierarchy of Effects model in marketing communication. How do these models guide the design of promotional campaigns ? 14

OR

3. Discuss the Innovation Adoption Model, Information Processing Model, Standard Learning Hierarchy, Attribution Hierarchy and Low Involvement Hierarchy. How do these frameworks explain consumer decision-making ? 14

4. How are marketing communication (Marcom) objectives established ? Explain how sales can also serve as a Marcom objective. Discuss the DAGMAR approach for setting advertising objectives. 14

OR

4. Discuss the key factors that influence Marcom budgeting. Explain theoretical approaches such as marginal analysis and sales response curve and how they help determine the budget for promotional programs. 14

5. Explain consumer involvement in marketing communication. Discuss the Foote, Cone and Belding (FCB) model, with examples of when each is applicable. 14