

MBA in BEPF/PP/EM Sem.-3 Examination
BMM/PMM/EMM_305
IMC

Time : 2.30 Hours]

December-2025

[Max.Marks : 70

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- Q.1 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)
- Q.2 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)
- Or
- Q.2 How can marketers measure the effectiveness of promotional tools and an IMC program? Discuss both qualitative and quantitative methods for evaluation. (14)
- Q.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
- Q.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)
- Q.4 Explain consumer involvement in marketing communication. Discuss the Foote, Cone and Belding (FCB) model, with examples of it. (14)
- Or
- Q.4 Describe the steps involved in developing an IMC program. How are creative strategies applied across advertising, sales promotion, publicity, and event sponsorship? (14)
- Q.5 Explain different creative strategies and execution styles used in marketing communication. How do types of appeals (rational, emotional, moral) impact campaign effectiveness? (14)

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