

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2022-23)
END TERM EXAMINATION (TERM -V)**

Subject Name: Integrated Marketing Communication

Time: 02.30 hrs

Sub. Code: PGM 42

Max Marks: 40

Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 mark each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

Kindly write the all the course outcomes as per your TLEP in the box given below:

<p>CO1- Students will be able to understand and identify the various key elements of an integrated marketing communications program and Emerging Concepts and Issues in Marketing Communications.</p> <p>CO2- Students will be able to develop the cognitive skills to enable the application of the above knowledge to business decision making and activities.</p> <p>CO3- Students will be able to apply an IMC approach with the help of Ethical Standard in the development of an overall advertising and promotion plan.</p> <p>CO4 - Students will be able to analyze and evaluate effectiveness of overall Promotional Tools and Media.</p> <p>CO5 - Students will be able to enhance their creativity, critical thinking, analytical ability through developing integrated marketing communication campaign.</p>
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SECTION - A

Attempt all questions. All questions are compulsory.

1×5 = 5 Marks

Questions	CO	Bloom's Level
<p>Q. 1: (A). Define IMC. Discuss how AI (Artificial Intelligence) and VR (Virtual Reality) has reshaped marketing communication strategies of the companies. (with example)</p> <p>Q. 1: (B). Define surrogate advertising with a suitable example.</p> <p>Q. 1: (C). Discuss the role of an ad agency in the advertising industry.</p> <p>Q. 1: (D) State the scope of media planning in India and the challenges before it?</p> <p>Q. 1: (E). What is OOH media? How important is it for an advertiser?</p> <p>(Entire Sec A to be assigned one CO.)</p>	CO1	L1,L2

SECTION – B

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)

7 x 3 = 21 Marks

Questions	CO	Bloom's Level
<p>Q. 2: (A) What is warmth in advertising? Must a social relationship be involved? Can a sunset generate a feeling of warmth? Give two examples of warm advertisement and discuss how they are more effective if it followed a humorous ad.</p> <p style="text-align: center;">Or</p> <p>Q. 2: (B). Under what circumstances would it be effective to pulse advertising</p>	CO2	L3

rather than spreading it out evenly? Evaluate the strategy of the Cadburys Chocolate to engage in 4 or so TV pulse campaign in a year.

(internal choices with two questions corresponding to the same CO)

Q. 3: (A). Nowadays, it has become like a race between firms to gain more and more customers. In that process, some ignore advertising ethics and show misleading advertisements and sometimes against basic human values.

Discuss how (with help of 2 brands) **MOOV, LIFEBOUY, BOURNVITA, ARIEL, VATIKA, ALL OUT** brands have not forgotten these ethics, and they advertise with a sense of social responsibility and the efforts to bring some values out of it.

Or

Q. 3: (B). Ethical marketing isn't a strategy; it's a philosophy. It includes everything from ensuring advertisements are honest and trustworthy, to building strong relationships with consumers through a set of shared values. **Explain the given statement with the help of given ad of Snapdeal and Flipkart.**

1. This snarky jibe by Snapdeal at its biggest rival, Flipkart.

THE TIMES OF INDIA

FOR OTHERS
IT'S A BIG DAY.
FOR US, TODAY IS
NO DIFFERENT.

BEST SAVINGS GUARANTEED. EVERY DAY.
CHECK SNAPDEAL.COM BEFORE YOU BUY.

snapdeal.com
Bachatay raho!

Turn overleaf for a sneak preview of offers.

TODAY,
DON'T LOOK
ANYWHERE ELSE.
INDIA'S GREATEST SALE EVER IS HERE.

flipkart.com
PRESENTS
THE BIG
BILLION
DAY

STARTING AT 8 AM TODAY

SHOP FROM ANYWHERE

Download the Flipkart MOBILE APP

Source: <http://snapdeal.in/press/india.com/>

(internal choices with two questions corresponding to the same CO)

Q. 4: (A). The OTT space is thriving with new content launching everyday, giving people a variety of options to binge on. The new content releases are encouraging viewers to spend more time on these platforms, away from the good old television. And following the viewers are brands, who have now found a fresh territory to engage with their customers.

Discuss Why brands are taking the OTT route to reach consumers' hearts.

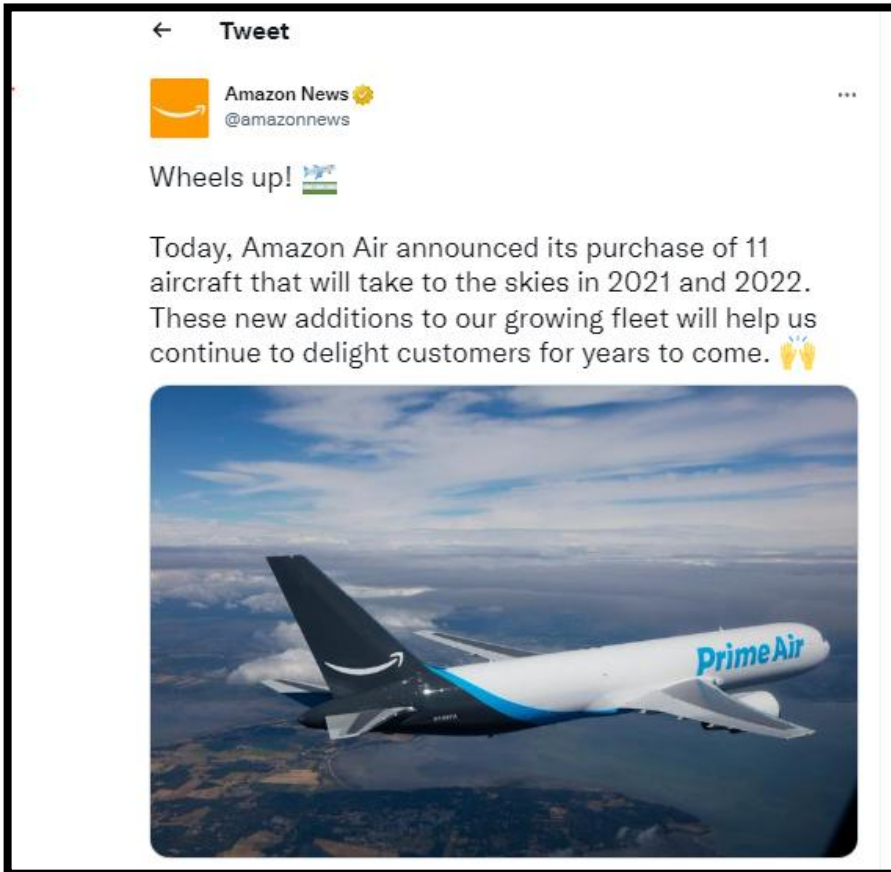
Or

CO3 L3

CO5 L6

Q. 4: (B). “Twitter's primary purpose is to connect its users and allow them to share their thoughts with their followers and others through the use of hashtags.”

Discuss how the given campaign of AMAZON AIR able to create its impact on consumers.



(internal choices with two questions corresponding to the same CO)

SECTION - C

Read the case and answer the questions

7×02 = 14 Marks

Questions

CO

Bloom's Level

Q. 5: Case Study: (CO4)

CO4

L4 and L5

Netizens lap up Blinkit & Zomato collab



A recent collaboration of Blinkit and Zomato is winning hearts on the internet. The grocery delivery platform and its parent company have used the iconic film dialogue "Maa tujhe salaam" on billboards, albeit with a twist.

Some of the others slogans on Blinkit's billboard say: "Doodh mangoge, doodh denge (Ask for milk and we will deliver it)." The Zomato's red billboard reads: "Kheer mangoge, kheer denge (Ask for kheer and we will deliver it)."

These creative billboards have been trending on Twitter. People have been creating funny threads on the social media platform with similar messages.

This trend started after Zomato shared the ad collaboration with Blinkit on Instagram. Zomato acquired Blinkit (formerly Grofers) in June 2022 in an all-stock deal of Rs 4,447 crore.

The collaboration of the Blinkit and Zomato Billboards can be seen in Gurgaon.

Questions:

Q. 5: (A). How has OOH media helped customers to engage with the new campaign of Blinkit and Zomato?

Q. 5: (B). Critically analyze this campaign and discuss advantages and disadvantages of using OOH.

(Entire Sec C to be assigned one CO. Both questions corresponding to the same CO)

Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO1	5 Marks
CO2	7 Marks
CO3	7 Marks
CO5	7 Marks
CO4	14 Marks

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

- L1= Remembering**
- L2= Understanding**
- L3= Apply**
- L4= Analyze**
- L5= Evaluate**
- L6= Create**