

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

**POST GRADUATE DIPLOMA IN MANAGEMENT (2024-26)  
END TERM EXAMINATION (TERM -IV)**

Subject Name: **Integrated Marketing Communication**

Time: **02.00 hrs**

Sub. Code: **PGM42**

Max Marks: **40**

**Note: All questions are compulsory. Section A carries 12 marks: 6 questions of 2 marks each, Section B carries 18 marks having 3 questions (with internal choice question in each) of 6 marks each and Section C carries 10 marks one Case Study having 2 questions of 5 marks each.**

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

S. No.	Course Outcomes (COs)	Bloom's Taxonomy Level
CO1	Understand and identify the various key elements of an integrated marketing communications program and Emerging Concepts and Issues in Marketing Communications.	L2
CO2	Develop the cognitive skills to enable the application of the above knowledge to business decision making and activities.	L3
CO3	Demonstrate the ability to critically evaluate and articulate integrated marketing communication strategies through effective participation in group discussions, showcasing analytical thinking, persuasive communication and collaborative decision-making.	L5
CO4	Analyze and evaluate effectiveness of overall Promotional Tools and Media.	L4 & L5
CO5	Enhancing creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign	L6
CO6	Demonstrate comprehensive understanding of IMC components including advertising tools, media strategies, emerging digital platforms and ethical/legal frameworks governing marketing communications	L2 & L4

**SECTION - A**

Attempt all questions. All questions are compulsory.

**2×6 = 12 Marks**

Questions	CO	Bloom's Level	
<b>Q. 1: (A).</b> Define real-time marketing with an example.	CO1		
<b>Q. 1: (B).</b> Explain the concept of neuromarketing.			
<b>Q.1: (C)</b> What is user-generated content (UGC)?			
<b>Q. 1: (D).</b> How can a brand use social media influencers to solve low brand awareness?			
<b>Q. 1: (E).</b> What is meant by the “Big Idea” in advertising?			CO2
<b>Q.1: (F)</b> Define a message theme with one example.			

**SECTION – B**

All questions are compulsory (Each question has an internal choice. Attempt anyone (either A or B) from the internal choice) <span style="float: right;"><b>6 x 3 = 18 Marks</b></span>		
Questions	CO	Bloom's Level
<p><b>Q. 2: (A).</b> Your team is designing a media plan for <i>Netflix India</i> to promote a new original series “<b>STRANGER THINGS</b>”. <b>Critically evaluate which combination of traditional media (TV, print, radio, OOH) and digital media (YouTube, Instagram, OTT ads) would be most effective.</b> Justify your media selection using reach, frequency, cost, target audience behavior, and media characteristics. Explain how you would defend this plan during collaborative group discussion.</p> <p style="text-align: center;"><b>Or</b></p> <p><b>Q. 2: (B).</b> As a team working with Hindustan Unilever (HUL), propose an effective trade promotion strategy for increasing retailer support for Lux soap. Critically examine techniques such as dealer discounts, trade allowances, POP materials, and retailer contests. Explain which options you prioritize and why</p>	CO3	
<p><b>Q. 3: (A).</b> Zomato is running a festival promotion involving app notifications, influencer promotions, Instagram stories, email marketing, newspaper inserts, and discount codes. Critically evaluate impact of each of these promotional tools, how can they attract new users and re-engage existing customers. Design a print AD of ZOMATO for festival promotions.</p> <p style="text-align: center;"><b>Or</b></p> <p><b>Q. 3: (B).</b> Develop a humorous advertisement for <i>Kurkure</i> or any snack brand aimed at teenagers. Describe the 1. storyline, 2. characters, 3. visuals, 4. tagline, and 5. humor elements. Justify how humour enhances attention and recall.</p>	CO4	
<p><b>Q. 4: (A).</b> Design a creative IMC campaign for <i>Cadbury Celebrations</i> for the Diwali season. Integrate emotional appeals, social media storytelling, TV commercials, experiential activations, and sales promotions. Critically evaluate how your campaign strengthens emotional bonding and drives sales.</p> <p style="text-align: center;"><b>Or</b></p> <p><b>Q. 4: (B).</b> Dot &amp; Key is launching a new Vitamin C + Niacinamide serum targeted at Gen Z and millennials. Design an integrated marketing communication (IMC) campaign using digital advertising, influencer collaborations, YouTube reviews, Instagram Reels, and email marketing. Explain how your IMC strategy ensures consistent messaging and maximizes product trial</p>	CO5	
<b><u>SECTION - C</u></b>		
Read the case and answer the questions <span style="float: right;"><b>5×02 = 10 Marks</b></span>		
Questions	CO	Bloom's Level
Q. 5: Case Study:	CO6	



### *Mamaearth's "Back to Goodness" Campaign\*\**

Mamaearth is planning to launch a new skincare line called "Back to Goodness", focused on clean, toxin-free, and eco-friendly ingredients. The brand wants to leverage an integrated marketing communications (IMC) approach to create strong awareness, build trust, and drive product trials in Tier 1 and Tier 2 cities.

The proposed IMC plan includes:

#### ❖ **Advertising Tools:**

TV commercials showing mothers choosing safe skincare, digital banner ads, Instagram and YouTube short ads, influencer reviews, print ads in lifestyle magazines.

#### ❖ **Media Strategy:**

- Using pulsing strategy during launch month and festive periods.
- Media mix: 40% digital, 30% TV, 20% influencers, 10% print.
- High repetition of short-format videos for recall.

#### ❖ **Emerging Digital Platforms:**

Collaborations with dermatologists on Instagram Live, TikTok-style Reels, product AR try-on filters, WhatsApp communities for personalized recommendations, and AI-powered chat support on the app.

#### ❖ **Ethical & Legal Guidelines:**

Mamaearth must follow **ASCI guidelines for beauty claims, ensure endorsement disclosures (#ad), avoid misleading "100% safe" claims, maintain data privacy on WhatsApp and the app, and ensure transparent communication regarding ingredients and skin suitability.**

The brand wants to ensure that the campaign is not only persuasive but also ethically responsible and legally compliant, especially because skincare products affect sensitive consumer segments.

Questions:

**Q. 5: (A).** Analyze how Mamaearth's proposed IMC mix (advertising tools, media strategy, and digital platforms) supports the successful launch of the

<p>“Back to Goodness” skincare line. Explain how each component contributes to awareness, engagement and trial generation</p> <p><b>Q. 5: (B).</b> Evaluate the ethical and legal issues that Mamaearth must consider while executing this campaign. Discuss potential risks related to claims, endorsements, data usage and consumer protection. Suggest how the brand can ensure full compliance with ASCI regulations.</p>		
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**Kindly fill the total marks allocated to each CO’s in the table below:**

<b>COs</b>	<b>Question No.</b>	<b>Marks Allocated</b>
CO1	Q.1 A,B,C	6 marks
CO2	<b>Q.1 D,E,F</b>	6 marks
CO3	Q.2 A,B	6 marks
CO4	Q.3 A,B	6 marks
CO5	Q.4 A,B	6 mark
CO6	Q.5 A,B	10 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**