

Smt. Hiraben Nanavati Institute of Management & Research for Women

INTERNAL EXAMINATION – Sem IV – (Jan- July 2026)

SUBJECT – INTEGRATED MARKETING COMMUNICATION

SUBJECT CODE – 405

Date: 11-05-2026

Pattern: 2026

Duration: 150 min

Max Marks: 50

Instructions for students:

- Marks are indicated for each question.
- Handwriting should be eligible for evaluation.
- Marks will be given for quality, not quantity.

Q.1] 5 Questions – 2 Marks Each) (10 Marks)

- a) Define Integrated Marketing Communication (IMC).
- b) List any four elements of the promotional mix.
- c) What are the 5 M's of advertising?
- d) Name any two social media platforms used for marketing.
- e) Match the following:

Column A	Column B
AIDA Model	i) Awareness to Action
DAGMAR Model	ii) Defining Advertising Goals
DRIP Model	iii) Reinforce & Inform
ATRN Model	iv) Attention, Interest, Desire, Action

Q.2] (Attempt any Two – 5 Marks Each) (10 Marks)

- a) Compare traditional media and social media marketing.
- b) Contrast advertising and public relations.
- c) Summarize the IMC planning process.

Q.3] (Attempt anyone – 10 Marks)

- a) Explain the role and importance of Integrated Marketing Communication (IMC) in modern marketing, including the need for consistency and cohesion.

OR

b) Demonstrate the various advertising message strategies and execution frameworks with suitable examples.

Q.4] (Attempt any One – 10 Marks)

a) Analyse a global IMC campaign such as Coca-Cola's "Share a Coke" and explain how consistency and cohesion were maintained across various channels.

OR

b) Apply your knowledge to evaluate the use of Augmented Reality (AR) in IKEA's advertising campaigns and discuss its impact on consumer engagement and brand perception.

Q.5] (Attempt any One – 10 Marks)

a) Create a social media marketing plan for a new product launch, incorporating both organic and paid strategies across platforms.

OR

b) Design a crisis communication plan for a hypothetical brand facing social media backlash using the 3R approach (Response, Responsibility, Remediation).