

Name:	 UPES <small>UNIVERSITY OF TOMORROW</small>
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2023

Course: Integrated Marketing Communication
Program: BBA All
Course Code: MKTG2036

Semester: V
Time: 03 hrs.
Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Attempt all questions. Each carry equal marks.		CO1
(a) advertising is a form of advertising which is used to promote products which are banned or limited from advertising under government regulations. (i) Deceptive (ii) Surrogated (iii) Broadcast (iv) Outdoor	2	
(b)	Consumer decision-making process starts with (i) Peer suggestion (ii) Need recognition (iii) Search alternatives (iv) Evaluation of alternatives	2	
(c) involves two-way communication between seller and customer. (i) Personal Selling (ii) Sales Promotion (iii) Advertising (iv) Publicity	2	
(d)	Showing woman doing all the household chores in ads represents (i) Exaggeration of brand (ii) Puffing (iii) Stereotyping of women (iv) False promise	2	
(e) is also known as face-to-face selling in which one person who is the salesman tries to convince the customer in buying a product. (i) Personal Selling	2	

	(ii) Sales Promotion (iii) Advertising (iv) Direct Marketing		
(f)	Television commercials are a part of advertising. (i) Outdoor (ii) Broadcast (iii) Social media (iv) Audio	2	
(g)	Broadcast media mainly includes communication through: (i) Television (ii) Newspaper (iii) Billboard (iv) Hoarding	2	
(h) is also known as face-to-face selling in which one person who is the salesman tries to convince the customer in buying a product. (i) Personal Selling (ii) Sales Promotion (iii) Advertising (iv) Publicity	2	
(i)	Purchasing power and income fall into the category of environment. (i) natural (ii) social (iii) political (iv) economic	2	
(j)	“Seasonal sale” will be considered as: (i) Personal Selling (ii) Sales Promotion (iii) Advertising (iv) Direct Marketing	2	

SECTION B
4Qx5M= 20 Marks

	Write short notes of the following terms. Each carry equal marks.		CO2
Q 2	Outdoor advertising	5	
Q 3	Shannon & Weaver model	5	
Q 4	Personal selling	5	
Q 5	DAGMAR	5	

SECTION-C
3Qx10M=30 Marks

	Attempt all questions. Each carry equal marks.		CO3
Q 6	Discuss any recent advertisement having controversies due to unethical marketing communication.	10	
Q 7	Evaluate the significance of internet marketing over traditional word-of-mouth marketing.	10	
Q 8	Propose and justify the effective integrated marketing communication tools for a startup catering sustainable apparels. OR Explain the segmentation, targeting and positioning for an Electrical Vehicle (EVs) company.	10	
SECTION-D 2Qx15M= 30 Marks			
	Attempt all questions. Each carry equal marks.		CO4
Q 9	Elaborate different types of integrated marketing communication tools with the help of relevant examples. Compare the benefits of Personal Selling over Direct Marketing.	15	
Q 10	Critically evaluate the benefits and drawbacks of interactive media over the non-interactive media used by companies to communicate with their customers. OR Kellogg's popular Rice Krispies cereal had a crisis in 2010 when the brand was accused of misleading consumers about the product's immunity-boosting properties, according to CNN. The Federal Trade Commission ordered Kellogg to halt all advertising that claimed that the cereal improved a child's immunity with "25 percent Daily Value of Antioxidants and Nutrients — Vitamins A, B, C and E," stating the claims were "dubious." The case was settled in 2011. Kellogg agreed to pay \$2.5 million to affected consumers, as well as donating \$2.5 million worth of Kellogg products to charity. Examine the above case on both ethical and legal grounds. Evaluate the consequences of using unverified claims in advertising, with respect to company's brand image.	15	