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S. No. of Question Paper : **6350**

Unique Paper Code : **2923062011**

Name of the Paper : **Integrated Marketing Communication (DSE)**

Name of the Course : **BMS (NEP)**

Semester : **IV/VI**

Duration : **3 Hours**

Maximum Marks : **90**

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt five questions in all.

All questions carry equal marks.

1. You are the marketing manager for EarthWear, a new sustainable clothing brand aimed at Gen Z. The brand focuses on eco-friendly materials, ethical production and promoting slow fashion. Your mission is to develop and execute an Integrated Marketing Communications (IMC) campaign to successfully launch EarthWear into a competitive and trend-sensitive market. EarthWear targets Gen Z individuals aged 16-26 who are fashion-forward, digitally savvy and environmentally conscious. These individuals often make purchasing decisions based on brand values and authenticity.

P.T.O.

The creative direction of the campaign is designed to resonate with Gen Z's love for individuality and causes they care about. The content strategy includes : behind-the-scenes looks into EarthWear's sustainable production process; real-life stories from Gen Z consumers and bold, authentic visuals using natural colors, diverse representation and unfiltered storytelling.

As the marketing manager design an IMC campaign to launch the brand. Your answer should include : 18

- (i) Target audience and objectives
- (ii) Key message and creative strategy
- (iii) Media mix (online and offline)
- (iv) Use of sales promotion and influencer marketing.

2. A popular fitness app recently launched a new workout personalization feature and decided to promote it through an Integrated Marketing Communications (IMC) campaign. The campaign was fronted by a high-profile celebrity fitness influencer and rolled out across Instagram, YouTube, and television.

The goal was to increase user sign-ups and create excitement around the feature. While the campaign achieved high visibility and reach, it failed to convert views into action. User engagement was low, and recall of the feature was minimal. Post-campaign analysis indicated a disconnect between the message and the audience.

Based on the information answer the following questions :

3×6

- (a) Identify possible issues in the IMC strategy of the campaign.
 - (b). What steps could the brand take to improve message integration across platforms ?
 - (c) Redesign a brief IMC strategy for relaunching the feature.
3. (a) Explain the concept of media selection and the factors influencing it.
- (b) Compare broadcast, print, digital and support media in terms of reach, cost and relevance for different audiences.
- (c) Suggest a media mix for a luxury skincare product targeting urban women aged 30-45 ? Justify your answer. 3×6
4. A children's food brand ran a cartoon-based advertising campaign that received backlash from parents for promoting unhealthy eating habits. The company argued the ad was "harmless fun" and emphasized brand recall in kids. Based on the information answer the following questions : (3×6 marks)
- (a) Analyze this situation from the perspective of advertising ethics.
 - (b) What are the social and economic consequences of such advertising, especially targeting children ?
 - (c) Suggest an alternative creative strategy that maintains engagement without ethical compromise.

5. (a) Explain the Response Hierarchy Models in IMC and their relevance today. 6
- (b) Discuss how marketers can measure the effectiveness of promotional programs using tools like A/B testing and surveys. 6
- (c) How would you evaluate the effectiveness of a campaign run on Instagram for a new beverage brand ? 6
6. Attempt short notes on any *three* of the following : 3×6
- (i) Role of IMC in the marketing process
- (ii) Advertising appeals with examples
- (iii) Direct marketing tools
- (iv) Media scheduling
- (v) Interactive marketing.