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S. No. of Question Paper : 6195

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. FreshGlow, a startup offering eco-friendly cosmetics, wants to launch a new line of herbal face serums. The company wants to build a strong brand presence through an effective communication plan. They plan to launch a 4-week digital promotional campaign to boost sales of its new herbal face serum. The campaign is to include influencer marketing.

Facebook and Instagram ads, and a limited-time "Buy One Get One Free" offer.

- (a) Outline the key steps in the IMC planning process relevant to FreshGlow. Propose two clear and measurable communication objectives for the launch campaign. 6
- (b) How can IMC objectives support the overall marketing objectives of the brand ? 6
- (c) Identify and explain the key tools FreshGlow can use to measure campaign effectiveness. 6

P.T.O.

2. A traditional jewellery brand, **Shree Jewels**, wants to connect with younger audiences while retaining its traditional clientele. The media planner has to decide on the right media class, media vehicles and options to achieve both goals. The campaign includes magazine ads in *Femina*, TV commercials during festive soaps and digital ads on YouTube and Pinterest.
- (a) What media classes are used in this campaign ? Explain their relevance for each target segment. 6
 - (b) How do media vehicle and media option choices affect the reach and efficiency of this campaign ? 6
 - (c) What considerations should be made when selecting a media mix for such a diverse audience ? 6
3. A skincare startup, **GlowCare Naturals**, is preparing to launch a new line of organic facial serums. The brand's target audience is urban millennials seeking eco-friendly and chemical-free beauty products. The agency appointed to handle the campaign conducted brainstorming sessions, identified customer pain points and tested several advertising messages. They finalized a campaign focusing on confidence, natural beauty and wellness.
- (a) Explain the steps involved in the creative process followed by the agency in this case. 6
 - (b) Identify the inputs used in shaping the creative strategy and how they were gathered. 6
 - (c) Discuss the most appropriate advertising appeals that can be used in the campaign. Why would they be effective for the target audience ? 6
4. CityClean, a sustainable urban cleaning solutions company, is launching a new product line for public institutions. Their goal is to reach local

governments, school administrators and corporate offices. The media team uses trade magazines, public radio interviews, posters at city buses, LinkedIn ads and short informative videos via WhatsApp.

(a) Identify the traditional, support and digital media used in this campaign. 6

(b) Evaluate the role of support media in reaching the target audience effectively. 6

(c) Discuss how CityClean can better integrate digital media to engage B2B audiences. 6

5. A well-known beverage brand, **FreshBurst**, plans to launch a new flavor aimed at a younger demographic of 18-25 years. To increase awareness and drive trial among this segment, they have decided to implement several promotional tactics :

- Offering coupons for discounts at stores.
- A limited-time offer (LTO) for a bundle pack with the new and existing flavors.
- Running contests where customers can win free merchandise by sharing the new product on social media.

(a) Evaluate the objectives of the sales promotion used in this case. How do they support FreshBurst's marketing goals ? 6

(b) Identify and explain the types of sales promotions employed by FreshBurst. 6

(c) Discuss the advantages and disadvantages of using sales promotion for launching a new product. 6

6. FastFit, a health-focused food company, recently launched a line of energy bars targeted at young adults and fitness enthusiasts. The brand ran an aggressive promotional campaign that included :

- Social media ads showing models with perfect physiques claiming the bars helped them achieve their goals.
- Influencer partnerships that lacked transparency (some posts didn't clearly disclose they were paid).
- Pop-up booths in schools and colleges offering free samples to teens.
- The claim : "Burns fat and boosts energy in just 7 days!"

Sales skyrocketed initially, but soon, the company received criticism :

- **Nutritionists** flagged the ads as misleading since no energy bar alone could cause visible fat loss.
- **Parents and teachers** raised concerns about promoting body image pressure and unhealthy dieting among teens.
- **Consumer rights groups** questioned the lack of disclaimers and transparency in influencer posts.
- Competitors filed complaints with the advertising standards council.

Based on the information given answer the following questions : 3×6

- (a) What social responsibilities does FastFit have when promoting health-related products, especially to younger audiences ?
- (b) Identify and explain any ethical violations in the campaign.
- (c) In the short-term, the campaign led to a sales boost. What are the potential long-term economic consequences of ignoring ethical and social standards in promotions ?