

Sr. No. of Question Paper : 9921
Unique Paper Code: : 2413080020
Name of the Paper : INTEGRATED MARKETING COMMUNICATION
Type of the Paper : DSE
Semester : VII
Programme : B. Com. (H) UGCF

Duration: 3 hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
 2. Last question (Case study) is compulsory and carries 30 marks.
 3. Question 1 to 4 have internal choices each carrying 15 marks each.
 4. Parts of the questions to be attempted together.
-
1. a) *'Integrated Marketing Communication is crucial for building brand consistency and elevating the brand'*. Elaborate. (8)
 - (b) What are the different communication vehicles that a business may utilise for marketing its product? (7)
 - OR
 - c) *'Integrated Marketing Communications has transformed the way organisations communicate with consumers'*. Discuss this statement by explaining the concept and evolution of IMC. (8)
 - (d) Explain the significance of IMC for modern day brands. (7)
-
2. a) Compare AIDA with the Hierarchy-of-Effects Model. (8)
 - (b) Discuss how communication objectives are set in IMC. (7)
 - OR
 - c) Discuss the significance of different levels of consumer involvement used in IMC. Explain with examples. (8)
 - d) Differentiate between sales objectives and communication objectives. (7)
-
3. a) Discuss the concept of Mobile Marketing and Viral Marketing and their role in customer engagement in an IMC framework. Provide examples. (8)
 - (b) What are the limitations associated with Email Marketing as an IMC strategy? (7)
 - OR
 - c) Describe the role of advertising agencies in IMC. (8)
 - d) *'Poor communication mix can result in significant loss of revenues for a company.'* Discuss the significance of communication mix considering this statement. (7)
-
4. a) *'Communication challenges often occur inside the organization.'* Elaborate. (8)
 - (b) Discuss the different types of message appeals with examples. (7)

OR

c) Discuss major internal and external challenges faced by organisations while implementing IMC.

(8)

d) Do non-personal communications still hold any significance while executing the IMC strategy in this changing world of digital communications?

(7)

5. Read the following case Study and answer the questions that follows-

EduPro, an emerging online learning platform in India, launched a new product called *EduPro CareerBoost*, aimed at final-year college students seeking job-oriented skills. The course package included resume-building tools, mock interviews, and short certification programs. Despite offering relevant content at an affordable price, the brand struggled to gain visibility in a crowded ed-tech market.

To strengthen its market presence, *EduPro* designed an Integrated Marketing Communications (IMC) strategy centred around its tagline: 'Your Career, Upgraded'. This message was consistently used across all promotions to reinforce the brand's value proposition.

The company initiated a social media campaign on Instagram, LinkedIn, and YouTube, showcasing success stories of students who secured jobs after using *EduPro*. Short testimonial videos, animated explainers, and career-tips reels were posted regularly. *EduPro* also collaborated with career coaches and industry professionals who conducted live Q&A sessions, adding credibility to the brand.

Traditional communication channels were used to widen reach. Posters and standees were placed in colleges, coaching centres, and libraries. *EduPro* sponsored college placement events, offering free demo sessions and discount coupons—serving as sales promotion tools to encourage trial.

EduPro strengthened its public relations efforts by publishing articles in youth magazines on employability skills, which subtly featured *CareerBoost* as a solution. It also conducted webinars in partnership with universities, creating brand recall among final-year students.

To ensure a uniform IMC message, the company used the same colour scheme, tagline, and motivational tone across its website, advertisements, emails, and mobile notifications. A structured feedback survey helped *EduPro* measure communication effectiveness and student perceptions.

Within 10 weeks, *EduPro* recorded a 35% rise in registrations. However, some students reported feeling overwhelmed by frequent promotional emails and app notifications.

a) How did *EduPro* ensure consistency in its Integrated Marketing Communications while promoting the *CareerBoost* program? (6)

b) Briefly explain the role of social media in *EduPro*'s IMC strategy. (6)

c) Identify any three promotional tools used by *EduPro* and describe their purpose in the campaign. (6)

What was the significance of *EduPro*'s public relations activities in enhancing