[This question paper contains 2 printed pages.]

Your Roll No...............

Sr. No. of Question Paper : 1361 **L**

Unique Paper Code : 2923062011

Name of the Paper : Integrated Marketing Communication (DSE)

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

Semester : VI

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. Attempt **5** questions in all.
3. **All** questions carry equal marks.

Quest 1) a) Meesho, the social commerce platform targeting rural and semi-urban India, has grown predominantly through word-of-mouth and WhatsApp-based reseller networks rather than traditional mass media. Analyse how Meesho's communication strategy reflects the evolution of IMC and the role of promotional tools beyond conventional advertising. How does the Communication Process differ when the sender is a peer reseller vs. a brand?

b) India Post's 'Speed Post' service has struggled to compete with private courier brands like DTDC and Delhivery. Design an IMC programme for India Post targeting SME business owners. Set specific communication objectives, select appropriate promotional tools, and recommend a budgeting approach with allocation rationale.

Quest 2) a) Vodafone India's 'ZooZoo' campaign (IPL 2009 onwards) became one of the most memorable advertising campaigns in Indian history. Deconstruct the creative process that gave birth to ZooZoo — including the creative brief, big idea, and the advertising appeal used. What does this case teach about the relationship between creative inputs and campaign longevity?

b) A Delhi University college cafeteria rebranded to 'healthy campus eats' with posters, SMS alerts and influencer shoutouts on Instagram, with allocating 60% of their budget to digital. Awareness rose, but complaints emerged over unverified 'organic' claims, hurting trust. Analyze budget allocation issues and ethical problems to propose objectives for their modified media plan, revise budgeting allocation and solutions to the ethical problems that have arisen.

Quest 3) a) Tata Motors' commercial vehicles division uses a specialised direct marketing programme — targeted mailers, telesales, and dedicated relationship managers — to sell trucks and buses to fleet operators across India. Evaluate the objectives of this direct marketing approach, its advantages and disadvantages compared to dealer-based selling, and how interactive digital tools can enhance this programme

b) CEAT Tyres uses a combination of consumer promotions (free fitting, extended warranties) and trade promotions (retailer schemes, co-op advertising) to compete with MRF and Bridgestone. Evaluate the growth of sales promotions in the tyre industry in India. What are the risks of over-dependence on promotions, and how should CEAT balance promotions with brand-building

Quest 4) a) Swiggy Instamart used a high-frequency direct marketing approach (multiple notifications, geo-targeted offers) to capture the quick-commerce market in India. Some users found this intrusive, leading to app notification opt-outs. Analyse the objectives and measures of effectiveness of Swiggy's interactive marketing. Discuss the fine line between effective personalisation and intrusive communication, and its impact on brand perception.

b) LIC (Life Insurance Corporation of India) historically relied on a massive agent (personal selling) network of over 1 million agents to sell insurance policies. After its IPO in 2022, LIC began investing in digital marketing. Analyse the nature, advantages, and disadvantages of personal selling vs. digital communication for LIC. How should LIC integrate both for optimal IMC effectiveness?

Quest 5) a) Explain the media planning process, key influencing factors, and decisions on media class, vehicle, and options

b) The rapid growth of digital advertising in India has raised serious concerns about misinformation, data privacy, and algorithmic targeting of vulnerable groups. Critically examine the economic effects of advertising (on competition, consumer spending, and market structure) alongside these emerging ethical concerns. What framework should Indian brands and regulators adopt for responsible digital advertising

Quest 6) a) Titan Company Limited manages multiple sub-brands (Tanishq, Fastrack, Sonata, Skinn) each targeting very different audience segments with distinct IMC budgets. Using a real or hypothetical allocation scenario, explain how Titan would distribute its overall promotional budget across brands, media, and markets. Which budgeting method is most appropriate for a multi-brand company, and what factors guide allocation?

b) Dream11 and other fantasy sports platforms in India occupy a legally grey area and have faced criticism for glamourising gambling, particularly in ads featuring cricketers watched by young audiences. Analyse the ethical challenges this poses for IMC. Using the concept of social and ethical aspects of advertising, evaluate what Dream11's responsibilities are and how the industry should self-regulate.