**ST JOSEPH’S UNIVERSITY, BENGALURU -27**

Registration Number:

Date & session:

**MA ADVERTISING AND PUBLIC RELATIONS - 2nd SEMESTER**

**SEMESTER EXAMINATION: APRIL 2024**

**(Examination conducted in May / June 2024)**

**APR 8322 – INTERGRATED MARKETING COMMUNICATION**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 50**

**This paper contains ONE printed page and TWO parts**

**PART A**

**Answer any FIVE of the following in 180-200 words each. (5x6=30)**

1. What is Integrated Marketing Communication? Explain its nature and scope.

2. What are the components of Integrated Marketing Communication?

3. What is the positioning of McDonald’s? Discuss how this positioning fits into the integration triangle.

4. Why are consumer insights indispensable for marketing communication?

5. Discuss the concept of relationship marketing with two examples.

6. Write a short note on AIDA. Give examples.

7. *Good companies will meet needs; great companies will create markets.* Give your views on this statement with examples.

**PART B**

**Answer any TWO of the following in 350-400 words each. (2x10=20)**

8. Elaborate on the hierarchy of effects with a case study.

9. Using Duncan’s IMC macro model, discuss how the organization, TATA engages in integrated communications across its varied portfolio.  
10. How can AI technologies be used to aid integrated marketing communications in an organization? Provide five AI-based integrated marketing strategies for a fast fashion brand like Zara.