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Reg. No. | | | | | | | | |

IV Semester M.B.A. (Day & Evening) Degree Examination
November/December - 2025
MANAGEMENT
Integrated Marketing Communications and Digital Marketing
(CBCS Scheme 2019 Onwards)

Paper : 4.3.3

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any Five questions from the following. Each question carries 5 marks.

(5×5=25)

1. Explain the significance of integrating various components in an Integrated Marketing Communication (IMC) strategy.
2. Differentiate between traditional marketing communication and internet-based marketing communication.
3. Apply the DAGMAR approach in setting objectives for a digital advertising campaign.
4. Analyze how the creative department of an advertising agency collaborates with media planners to execute campaigns.
5. Evaluate the role of social media analytics in measuring advertising effectiveness.
6. Explain the difference between paid and unpaid search engine marketing models.
7. Analyze how online reputation management impacts brand image in the digital era.

SECTION - B

Answer any Three questions from the following. Each question carries 10 marks.

(3×10=30)

8. Apply the principles of IMC to design a communication strategy for launching a new FMCG product in India.
9. Analyze the evolution of digital marketing and its impact on consumer behavior in the Indian market.
10. Evaluate the effectiveness of different digital tools of e-mail, blogs, podcasts, social media in building corporate reputation.
11. Create a comprehensive plan to manage negative publicity through online reputation management for a multinational brand with a industrial example.

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SECTION - C

(1×15=15)

12. Compulsory (Case Study).

Coca-Cola's "Share a Coke" Digital and Social Media Campaign.

One of the most original examples of personalized marketing is Coca-Cola's "Share a Coke" campaign, which printed famous names on the bottles of the drink. The campaign also worked. Using hashtags like Share A Coke, Coca - Cola encouraged people to find and share their personalized bottles on social media. During the campaign, traditional advertising was combined with digital media, and customers were asked to do the same. The goal of this campaign was to reach out to young people all over the world by using emotional appeal, content created by users, and social media to get people involved. The purpose of this procedure was to reach the goal. In addition to ads on Facebook, Coca-Cola used targeted Google Ads to keep the campaign going. This was done to make sure that success would continue. The Integrated Marketing Communications (IMC) worked because sales in the US went up by seven percent in the first year of the campaign. There was also an increase in how much people interacted with the brand, which was more proof that the campaign worked.

Questions:

a) How did Coca-Cola effectively integrate offline and digital marketing strategies in the "Share a Coke", Campaign?

b) What role did social media and consumer participation play in reinforcing brand loyalty?