

Daffodil International University
Faculty of Business and Entrepreneurship
Department of Business Administration
Program: BBA
Mid Term Examination

Semester: Spring-2025
Time: 1 Hour and 30 Minutes
Course Code: MKT-405

Full Marks: 25
Course Title: Integrated Marketing Communication
Teacher's Name: Ahsan Al- Rifat

[Answer all the following questions]

1. a. **Explain** Integrated Marketing Communications (IMC), elaborating on its application through the lens of the 4As framework. Subsequently, analyze the critical importance of understanding and implementing IMC strategies for contemporary business enterprises. [CLO 1, Level 2] (3)
b. Point out a few examples of successful IMC campaigns and **explain** how each campaign contributed to brand building and increased sales (or other relevant business outcomes). [CLO 1, Level 2] (4)
2. a. What is an Advertising Strategy? **Distinguish** between advertising strategies used in consumer markets versus business and professional markets focusing on the differences in messaging, media selection, and sales cycle. [CLO 2, Level 4] (3)
b. Provide examples of how digital marketing and public relations can be used together to manage a brand's reputation during a crisis. **Analyze** the advantages of this integrated approach. [CLO 2, Level 4] (3)
3. a. **Describe** the "push" and "pull" promotional strategies. [CLO 3, Level 2] (2)
b. **Explain** the process of segmenting the market for a new mobile app, including the selection of a target market and the development of a positioning strategy. Create a visual representation of your analysis. [CLO 3, Level 2] (4)
4. a. **Analyze** the relationship between an Advertiser and an Advertising Agency. What are the key factors that contribute to a successful and ethical partnership between these two participants? [CLO 4, Level 3] (3)
b. **Demonstrate** how the increasing reliance on marketing communication specialists can create challenges for maintaining brand consistency. (3)
[CLO 4, Level 3]