

END SEMESTER EXAMINATION, MAY - 2026**M. B. A. Semester - IV****Subject Name: Social Media Marketing****Subject Code: MBAM111****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.****Q.1 Very short answer questions. Attempt ALL questions. [10x2=20]**

- a. Define 'brand positioning' in the context of advertising and promotions. [CO-1]
- b. State the basic difference between 'institutional advertising' and 'product advertising.' [CO-1]
- c. Name any two commonly used response hierarchy models in advertising. [CO-1]
- d. Identify two key elements of a typical print advertisement layout. [CO-1]
- e. List two sales promotion tools targeted at the trade (intermediaries). [CO-1]
- f. Briefly explain how segmentation decisions influence IMC strategy design. [CO-2]
- g. State the primary purpose of 'copy platform' in advertising message development. [CO-2]
- h. Explain what is meant by 'media reach' and 'effective frequency' in media planning. [CO-2]
- i. Mention the typical role of 'media planner' in an advertising agency. [CO-2]
- j. State one important legal restriction related to advertising of sensitive product categories in India. [CO-2]

Q.2 Short answer questions. Attempt any FIVE questions. [5x4=20]

- a. A premium bottled water brand wants to be perceived as a symbol of purity and social responsibility. Using the DAGMAR approach, propose specific, measurable advertising objectives for an upcoming campaign. [CO-3]
- b. As the brand manager of a new mobile payment wallet, demonstrate how you will use the 'Objective and Task' method to justify a high digital ad spend during the initial launch phase. [CO-3]
- c. You are the PR head of a hospitality chain that has received negative online reviews regarding hygiene at one of its properties. Suggest an integrated PR strategy to manage the situation and rebuild trust. [CO-3]
- d. A leading consumer goods company wants to pre-test alternative TV commercial scripts before production. Recommend suitable copy testing methods and explain how the results would be used in decision-making. [CO-3]
- e. Analyze the differences in structure, cost, and control when a company chooses between an in-house agency and a full-service external agency. Discuss how these differences affect brand-building efforts over time. [CO-4]
- f. Examine the socio-cultural and economic impact of celebrity endorsement advertising on consumer purchase decisions in emerging markets. [CO-4]
- g. Compare the ELM (Elaboration Likelihood Model) perspective with traditional hierarchy-of-effects models in explaining consumer response to persuasive advertising messages. [CO-4]

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- Q.3 Structured questions. Attempt any THREE questions. [10x3=30]**
- a. Analyze the inter-relationship between advertising strategy and product, price, and distribution decisions for a premium service brand such as a luxury spa chain. Discuss how inconsistencies among the 4Ps can weaken advertising effectiveness. [CO-4]
 - b. Examine the role of continuous advertising research throughout the campaign life cycle—from pre-testing to post-campaign evaluation. Discuss how different research techniques help in optimizing copy, media selection, and budget allocation. [CO-4]
 - c. Evaluate the application of ‘Competitive Parity,’ ‘Affordable,’ and ‘ROI-based’ approaches to advertising budgeting for a large telecom operator entering a price war. Critically discuss the risks of over-reliance on any single method. [CO-5]
 - d. Critically discuss the ethical and regulatory dilemmas associated with advertising directed at children and vulnerable audiences. Support your answer with relevant examples and suggest guidelines for responsible communication. [CO-5]

- Q.4 Case analysis /Situation-based questions. Attempt any TWO questions. [15x2=30]**
- a. **Case Scenario.** EcoFresh Juices launches a range of ‘100% natural, cold-pressed juices’ with a high-decibel digital campaign featuring fitness influencers and the tagline ‘Drink Nature, Not Chemicals.’ Subsequent lab reports by an independent body indicate the presence of added preservatives in some variants, causing public outrage and regulatory scrutiny.

Analyze the breakdown in EcoFresh’s IMC and brand promise. Critique the choice of message appeals, spokespersons, and claims. Propose a corrective IMC strategy including revised positioning, communication, and monitoring mechanisms to restore legitimacy and trust. [CO-5]

- b. **Situation-Based Task.** A traditional bookstore chain wants to reposition itself as a ‘reading experience hub’ offering events, cafés, and curated recommendations to counter online competition.

Design a 12-month IMC plan incorporating advertising, sales promotion, events, digital engagement, and loyalty programs. Identify appropriate media vehicles, creative themes, and key performance indicators (KPIs) to evaluate success. [CO-6]

- c. **Situation-Based Task.** A social enterprise that trains and employs rural women to produce eco-friendly home décor items seeks to build a national brand with very limited paid media budget.

Develop an integrated PR and promotions framework utilizing storytelling, social media communities, collaborations with NGOs and corporates, pop-up exhibitions, and earned media. Provide a detailed timeline and justify how the plan will build brand equity and drive sustainable demand without heavy ad spends. [CO-6]
