

Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

MBA (Sem.-4)
**INTEGRATED MARKETING COMMUNICATION AND SALES
MANAGEMENT**

Subject Code :MBA-923-18

M.Code :77808

Date of Examination : 21-11-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and students have to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write short notes on :

- a. What is Media strategy?
- b. What is Advertising Design?
- c. Define the term publicity.
- d. Define Direct Marketing.
- e. What is Pretesting and Post testing?
- f. What is the purpose of setting a sales organization?
- g. What is a sales territory?
- h. Define psychology of customer.

SECTION - B

UNIT - I

2. Discuss IMC planning model and different components of IMC in detail
3. Explain the concept of Media planning and evaluation in detail.

UNIT - II

4. What is corporate advertisement? Explain its types and limitations.
5. Discuss the meaning and significance of Internet advertising. Explain its components and types in detail.

UNIT - III

6. What is Personal selling? Explain its objectives and theories in detail.
7. Explain the different sales related marketing and product policies.

UNIT - IV

8. Highlight the significance of conducting sales meeting, sales contest and organizing displays, showrooms and exhibitions in sales operations.
9. Discuss the qualities and functions of a sales manager in a corporate organization in detail.

SECTION - C

10. Case Study :

In the late 1990s, Apple was on the brink of bankruptcy, and its image was associated with niche markets, unlike competitor Microsoft. However, the iconic "Think Different" campaign, launched in 1997, marked a pivotal moment in Apple's history, setting the stage for its resurgence. Before "Think Different," Apple's marketing was product or service-centric. The campaign, developed by TBWA\Chiat\Day, shifted the focus to

celebrating the rebels, the misfits and the round pegs in the squareholes—those who dared to "Think Different."

The "Think Different" campaign not only rejuvenated Apple's brand but also set the stage for the company's evolution into a global tech giant. By shifting the narrative from features to values, Apple successfully established itself as a brand that transcended technology, influencing consumer perceptions and preferences.

Brand Philosophy Over Products: "Think Different" wasn't about Apple's products; it was about Apple's ethos. By aligning the brand with the spirit of innovation and challenging the status quo, Apple created a narrative that resonated with a broader audience. The campaign featured iconic personalities like Albert Einstein, Mahatma Gandhi and Martin Luther King Jr., emphasizing the power of individuality. This approach inspired consumers to see Apple as a tool for expressing their own uniqueness. The emotionally charged narration by Richard Dreyfuss in the TV commercials struck a chord, fostering an emotional connection with viewers. Apple wasn't just selling computers; it was selling a way of thinking and a lifestyle.

"Think Different" served as a rebranding mechanism. Apple transformed from a struggling tech company into a symbol of creativity and innovation.

Answer the following questions :

- a. Discuss the main elements of the "Think Different" campaign of Apple Company in detail.
- b. How the new "Think Different" campaign is different from the previous campaigns?
- c. Why according to you the new campaign was so successful in rebranding and transforming Apple Brand globally? Highlight its positive points.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.