



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306  
**POST GRADUATE DIPLOMA IN MANAGEMENT (2024-26)**  
**MID TERM EXAMINATION (TERM -IV)**

Subject Name: **Integrated Marketing Communication**

Time: **01.00 hrs**

Sub. Code: **PGM 42**

Max Marks: **20**

**Note: All questions are compulsory.**

**Read the following case and answer the following questions:**

**10×2 = 20 Marks**

**Kindly write the all the course outcomes as per your TLEP in the box given below:**

**CO1-** Understand and identify the various key elements of an integrated marketing communications program and Emerging Concepts and Issues in Marketing Communications (L2)

**CO2-** Develop the cognitive skills to enable the application of the above knowledge to business decision making and activities (L3)

**CO3-** Demonstrate the ability to critically evaluate and articulate integrated marketing communication strategies through effective participation in group discussions, showcasing analytical thinking, persuasive communication and collaborative decision-making. (L5)

**CO4-** Analyze and evaluate effectiveness of overall Promotional Tools and Media. (L4 & L5)

**CO5-** Enhancing creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign (L6)

**CO6-** Demonstrate comprehensive understanding of IMC components including advertising tools, media strategies, emerging digital platforms and ethical/legal frameworks governing marketing communications (L2 & L4)

**A. Case Study 1: “FreshFizz – Advertising with Nano Banana Technology” (CO1) (10 Marks)**

FreshFizz, a premium sparkling water brand, wanted to stand out in the cluttered beverage market. Instead of relying only on traditional ad agencies, the company experimented with Nano Banana Technology, an AI-driven creative tool that generates high-quality, customizable visuals and videos.

Using the technology, FreshFizz launched a campaign called “Refresh Your World”, where:

- AI-generated visuals showed FreshFizz bottles transforming into vibrant landscapes (beaches, mountains, city skylines) depending on the flavor.
- Personalized ads were created for different consumer segments—fitness enthusiasts saw FreshFizz in a gym backdrop, while young professionals saw it in a trendy co-working space.
- The campaign was rolled out simultaneously on Instagram, YouTube, and digital billboards, all created with minimal human design intervention.

***The campaign attracted huge attention for its creativity and speed, but also raised concerns:***

- **Authenticity Issue:** Some consumers questioned if the ads felt “too artificial,” lacking the emotional touch of human-created campaigns.
- **Ethical Dilemma:** Competing ad agencies criticized FreshFizz for “**undervaluing human creativity**” and **fueling job displacement debates in advertising.**

**Q1.** What are the risks and benefits for FreshFizz in depending heavily on Nano Banana Technology for advertising, and how can they balance technology with human creativity?

**Q2.** If consumers begin doubting the authenticity of AI-generated ads, what integrated marketing communication (IMC) strategies can FreshFizz adopt to rebuild emotional connection and trust?

**B. Case Study 2 (CO2) (10 Marks)**

A retail brand GEETA spends ₹50,000 on an email marketing campaign targeting 25,000 subscribers. The open rate is 25%, and the click-through rate (CTR) among those who open the email is 8%. Of the click-throughs, 5% make a purchase, and the average purchase value is ₹2,000.

**Questions:**

Q.1 How many subscribers made a purchase due to this campaign?

Q.2 What is the ROI of this email campaign?

**Kindly fill the total marks allocated to each CO's in the table below:**

COs	Marks Allocated
CO1	10 Marks
CO2	10 Marks

**Blooms Taxonomy Levels given below for your ready reference:**

**L1= Remembering**

**L2= Understanding**

**L3= Apply**

**L4= Analyze**

**L5= Evaluate**

**L6= Create**