

B.B.A DEGREE END SEMESTER EXAMINATION - MARCH 2018SEMESTER – 4: **BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)**COURSE: **16U4CRBBA19: INTEGRATED MARKETING COMMUNICATION***(For Regular -2016 Admission)*

Time: Three Hours

Max. Marks: 75

SECTION AAnswer **all** questions.

1. What is integrated marketing?
2. Explain information processing model?
3. What is meant by communication objective?
4. What is sales promotion?
5. What is communication effectiveness?
6. What is event sponsorship? (1 x 6 = 6)

SECTION BAnswer **any seven** question.

7. What are the objectives of advertising?
8. What are the various communication channels?
9. What is hierarchy of effective model of communication?
10. Explain the planning of creative Marcom?
11. What is meant by effective uses of communication?
12. What you mean by testing process?
13. What is meant by source in communication?
14. What is role of IMC in marketing process
15. How do you establish Marcom objectives?
16. What is personal selling? (2 x 7 = 14)

SECTION CAnswer **any five** questions.

17. Distinguish between publicity and public relation.
18. What are the factors to be considered in setting the marketing communication mix
19. Describe briefly the various types of sales promotional tools.
20. What is meant by channel in communication?
21. Explain the elements of Communication process
22. What are creative strategies in sales promotion?
23. What is the importance message content in communication?
24. What is the importance message format? (5 x 5 = 25)

SECTION D

Answer **any two** questions.

25. Discuss in detail the important IMC tools.
26. Explain the factors influencing a budget for Marcom.
27. Discuss in detail the methods of measuring the effectiveness of IMC and other promotional tools
28. What are the different communication channels available in modern marketing?

(15 x 2 = 30)
