

B. B. A DEGREE END SEMESTER EXAMINATION - MARCH/APRIL 2019**SEMESTER – 4: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)****COURSE: 16U4CRBBA16: INTEGRATED MARKETING COMMUNICATION***(Common for Regular 2017 admission & Improvement / Supplementary 2016 admission)*

Time: Three Hours

Max. Marks: 75

SECTION AAnswer **all** questions.

1. Define communication
2. What is innovation adoption model?
3. What is a budget?
4. What is publicity?
5. Define advertising.
6. What is public relations?

(1 x 6 = 6)

SECTION BAnswer **any seven** questions.

7. What is integrated marketing communication?
8. What is the importance of message in communication?
9. What is AIDA?
10. How do you set a communication objective?
11. What you mean by development of creative Marcom?
12. Explain the common promotional tools.
13. What is communication response hierarchy?
14. What is meant by effective advertising?
15. What is personal communication channel?
16. What is marketing communication mix?

(2 x 7 = 14)

SECTION CAnswer **any five** questions.

17. Distinguish between AIDA model and Innovation Adoption model of communication.
18. What are the characteristics of advertising as a promotional tool?
19. What are the non personal communication channels?
20. How do you identify target audience?
21. What is the importance of channel in communication effectiveness?
22. Distinguish between event sponsorship and advertising.
23. What is message structure?
24. Explain the different integrated marketing communication tools

(5 x 5 = 25)

SECTION D

Answer **any two** questions.

- 25. Discuss the role of IMC in marketing process.
- 26. Elucidate the various models of communication process
- 27. Describe in detail the establishment of total marketing communication budget.
- 28. Explain the impact of technology on IMC (15 x 2 = 30)
