

Reg. No

Name

BBA DEGREE END SEMESTER EXAMINATION - MARCH 2020
SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 16U4CRBBA16 : INTEGRATED MARKETING COMMUNICATION
(For Regular - 2018 Admission & Supplementary 2017/2016 Admissions)

Time : Three Hours

Max. Marks: 75

Section A**Answer All the Following (1 marks each)**

1. What is Advertising?
2. What is personal selling?
3. What do you mean by message?
4. Explain Stimulus Response Model.
5. What is Marketing and Communication creativity?
6. What is Post-Testing?

(1 x 6 = 6)

Section B**Answer any 7 (2 marks each)**

7. What is Internal and External Integration?
8. What are subliminal advertisements?
9. What are the qualities that a sales force should have?
10. Define brand equity. State the negative effects of sales promotion on brand equity.
11. What is Brand recognition?
12. Explain sales as marketing and communication objective.
13. What is Marketing Communication campaigns?
14. What is Event Sponsorship?
15. Which are the forms of distribution channels?
16. What are the importance of channel of distribution ?

(2 x 7 = 14)

Section C**Answer any 5 (5 marks each)**

17. Which are the techniques involved in sales promotion?
18. State the importance of Innovation Adoption Model.
19. What is brand equity? What are the key elements of brand equity?
20. What are the objectives of MARCOM?
21. Discuss Sales as Marketing Communication objective.
22. What is Sales Promotion? Explain the role of sales promotion.
23. Explain the scope of Sales Promotion.
24. How is the effectiveness of Personal selling and online communication?

(5 x 5 = 25)

Section D**Answer any 2 (15 marks each)**

25. Which are the ways to establish a promotional budget? Also explain the Hiererchy of marketing and communication effects.
26. Explain the role played by salesman in the marketing of the goods.
27. How to create strategies in Advertisements?
28. Explain the Testing process.

(15 x 2 = 30)