BBA DEGREE END SEMESTER EXAMINATION - JULY 2021
SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 16U4CRBBA16 : INTEGRATED MARKETING COMMUNICATION
(For Regular - 2019 Admission and Supplementary - 2016/2017/2018 Admissions)

Time : Three Hours   Max. Marks: 75

PART A
Answer All (1 mark each)

1. What is Internal Integration?
2. What is IMC?
3. What is brand equity?
4. Explain Stimulus Response Model.
5. What is the perspective of Marketing Communication process?
6. What is Attitude Testing?

                                                                                          (1 x 6 = 6)

PART B
Answer any 7 (2 marks each)

7. What is advertising and marketing?
8. Which are the elements of promotion mix?
9. What are the principles of personal selling?
10. Define brand equity. State the negative effects of sales promotion on brand equity.
11. Which are the ways to establish budget for promotion programme?
12. What are the goals of MARCOM?
13. What are the perspective of Marketing and Communication Strategy?
14. What is copy platform? What are the Marketing Communication campaigns?
15. What is Post Testing?
16. What are the ways through which an advertising copy is tested?

                                                                                          (2 x 7 = 14)

PART C
Answer any 5 (5 marks each)

17. What is the difference between advertising and sales promotion?
18. What is the aim of a sales promotion campaign?
19. Explain the Hierarchy of Effect Model
20. What are the advantages of measuring advertising effectiveness?
21. Which are the principles of Personal Selling?
22. Define Sales Promotion. What are the strategies for sales promotion?
23. What is Marketing Communication used to positioning? What is Copy Platform?
24. Define Copy testing. State the advantages of copy testing.

                                                                                          (5 x 5 = 25)

PART D
Answer any 2 (15 marks each)

25. What is AIDA model? What are the improvements made in AIDA model?
26. Which are the different ways to establish a promotional budget?
27. Define Sales Promotion. What are the objectives of Sales Promotion?
28. What are the advantages of measuring advertising effectiveness?

                                                                                          (15 x 2 = 30)