

B B A DEGREE END SEMESTER EXAMINATION : MARCH 2023**SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U4CRBBA16: INTEGRATED MARKETING AND COMMUNICATION***(For Regular - 2021 Admission and Improvement / Supplementary - 2020 Admission)*

Time : Three Hours

Max. Marks: 60

PART A**Answer All (1 mark each)**

1. What is two way communication?
2. What is sponsorship?
3. What is recognition test in advertising?
4. State any two benefits of Integrated Marketing Communication?
5. Listdown the any two elements of creativity
6. What is Provocative selling?
7. State any two important objetives of marketing communication?
8. Define communication?

(1 X 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. Explain selling strategy with real life examples.
10. What is segmentation and state any two examples?
11. What is targeting in marketing?
12. What is brand recognition?
13. What is Pre-Testing in advertising?
14. What is the impotance of feedback in sale process?
15. State any two produt in the Growth Stage of PLC
16. Explain the features of an ad agency

(2 X 6 = 12)**PART C****Answer any 4 (5 marks each)**

17. Explain the main features of introduction stage in Product Life Cycle
18. Write a short note on consumer-oriented promotions
19. Write a short note on Marketing Communication
20. Explain the disadvantages of advertiment agency
21. Explain the various stages in Advertisement Research
22. Shortly explain DAGMAR model and its features.

(5 X 4 = 20)**PART D****Answer any 2 (10 marks each)**

23. What is advertising research? What are its importance?
24. Explain the main funtions of advertiment agency

25. Briefly explain the various models of IMC
 26. Briefly explain the various factors affecting the selection of Ad. Agencies
- (10 X 2 = 20)**