

Reg. No

Name

23U447 - S

BBA DEGREE END SEMESTER EXAMINATION - MARCH 2023
SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 16U4CRBBA16 : INTEGRATED MARKETING COMMUNICATION
(For Supplementary - 2016/2017/2018/2019 Admissions)

Time : Three Hours

Max. Marks: 75

PART A
Answer (1 mark each)

1. Define IMC.
2. What is Direct marketing?
3. Explain communication process.
4. Explain the Match Competitors Method.
5. Define Creativity.
6. What is Tracking Tests?

(1 x 6 = 6)

PART B
Answer any 7 (2 marks each)

7. What are the key features of IMC?
8. What is the difference between advertising and sales promotion?
9. What are the source, message and channel factors in the communication process?
10. What is brand equity? What is the effect of sales promotion on brand equity?
11. What is the effect of "The Hierarchy of Marketing and Communication"?
12. Explain Hierarchy effects of model.
13. Explain the preparation stage, incubation stage, illumination and Evaluation stage, Implementation stage.
14. How to plan creative strategy? What is the perspective of Marketing and Communication Creativity?
15. Discuss on Multiple channels of distribution.
16. How is the effectiveness of Direct Marketing?

(2 x 7 = 14)

PART C
Answer any 5 (5 marks each)

17. Which are the techniques involved in sales promotion?
18. Write a short note Hierarchy of marketing and communication effects.
19. Explain the Information Processing Model
20. What is Sales Force Management?
21. Which are the factors influencing a budget?
22. Discuss creating strategies in Advertisements.

23. What is copy platform? Explain the Marketing Communication Campaigns.
24. What is meant by copy testing? Discuss its advantages.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Which are the ways to establish a promotional budget? Also explain the Hierarchy of marketing and communication effects.
26. What are the functions of the sales force management?
27. What are the strategies and scope of sales promotion?
28. What is Pre-Testing and Post-Testing? What is the difference between the two?

(15 x 2 = 30)