

Reg. No .....

Name .....

24U463

**B B A DEGREE END SEMESTER EXAMINATION - MARCH 2024**

**SEMESTER 4 - INTEGRATED MARKETING AND NEW MEDIA**

**COURSE : 19U4CRBBA16 - INTEGRATED MARKETING AND COMMUNICATION**

*(For Regular - 2022 Admission and Improvement / Supplementary - 2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

**PART A**

**Answer All (1 mark each)**

1. What is content marketing?
2. State any two communication barriers.
3. What is Sorting in distribution channel?
4. Define brand and give two examples?
5. What is Consultative selling?
6. What is Creative Sales Promotion?
7. State any two reason for packaging.
8. What is brand swithing?

**(1 x 8 = 8)**

**PART B**

**Answer any 6 (2 marks each)**

9. State any two advantages of personal selling.
10. What are the main reasons for Decline Stage in PLC?
11. What is zero level distribution channel?
12. State any two important objetives of marketing communication budget.
13. Explain the main features of advertisement.
14. What is Creative boutiques?
15. What is Post Testing in advertising?
16. What is the role of media in marketing communication?

**(2 x 6 = 12)**

**PART C**

**Answer any 4 (5 marks each)**

17. What is copy testing? What are the objectives and advantages of copy testing?
18. What is sales promotion? Merits and Demerits of Sales Promotion.
19. Write a short note on DAGMAR Model and use of this model in marketing.
20. What are the different ways to establish a promotional budget?
21. Write a short note on AIDA Model of Integrated Marketing Communication.
22. Explain the main elements of promotional mix.

**(5 x 4 = 20)**

**PART D**

**Answer any 2 (10 marks each)**

23. Write a short note on various types of advertisement.
24. Explain the various levels of channels of distribution in detail.
25. Explain the role of Advertising appeal in creative advertisement creation.
26. Define communcation and explain the various barriers of communication.

**(10 x 2 = 20)**