

**B B A DEGREE END SEMESTER EXAMINATION - MARCH 2025****SEMESTER 4 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U4CRBBA16: INTEGRATED MARKETING AND COMMUNICATION***(For Regular 2023 Admission and Improvement/Supplementary 2022/2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

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

1. Define market.
2. What is content marketing?
3. What is brand swithing?
4. What is Solution selling?
5. Explain the sources in Communication Process.
6. Define brand and give two examples?
7. What is decording?
8. What is Creative Sales Promotion?

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

9. State any two advantages of public relation.
10. Briefly explain ways to be creative in public relations.
11. What is concurrent testing in advertising?
12. What is publicity and how it is different from sales promotion?
13. Explain Sales as MarCom objective.
14. What is the role of media in marketing communication?
15. What is marketing communication?
16. State any two product in the Growth Stage of PLC.

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

17. Explain various types of sale promotion with real life examples.
18. Write a short note on DAGMAR Model of Integrated Marketing Communication.
19. Briefly explain the main objectives Advertisement Research.
20. Explain the advantages of hierarchy of effect model in IMC.
21. Explain the main features of introduction stage in Product Life Cycle
22. Define sales promotion. What are the objectives of Sales Promotion?

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

23. Define commmunication and explain the various barriers of communication.
24. Explain the main functions of advertisement agency.
25. What are the techniques of sales promotion?
26. What is advertising research? Discuss its importance.

**(10 x 2 = 20)**