

CDOE
BACHELOR OF BUSINESS ADMINISTRATION (CBCS- 2018 COURSE)
B.B.A. Sem-VI : WINTER :- 2021
SUBJECT: INTEGRATED MARKETING COMMUNICATION

Day : Monday
Date 21-02-2022

W-18959-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 70

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section-II
- 2) Answer to both sections should be written in **SAME** answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION-I

- Q.1** Explain significance and importance of Integrated Marketing Communication in Marketing Management. [10]
- Q.2** What are functions and types of advertising? Elaborate with examples. [10]
- Q.3** List Promotional Tools of Integrated Marketing Communication and explain Any Three of them in details. [10]
- Q.4** Which contemporary tools are being used in Integrated Marketing Communication? Which are of them is more effective and why? [10]
- Q.5** Explain need and significance of Evaluation and Control of Integrated Marketing Communication. [10]
- Q.6** Write short notes on **ANY TWO** of the following: [10]
- a) ATL BTL & TTL
 - b) Types of PR
 - c) Need for Advertising Agency

SECTION-II

- Q.7** Design a questionnaire to measure effectiveness of a Talcum Powder advertisement being displayed on TV. [15]
- Q.8** Prepare an effective Media-Mix plan for Integrated Marketing Communication for the Popular Brand of the Food Processor. [15]
- Q.9** Write a nice and catchy Ad-copy for a half page advertisement in a newspaper for a new Multi-speciality hospital in your city. If your drawing is good; you may think of adding some graphics. [15]

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