

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

**Day :** Wednesday  
**Date :** 02-02-2022

**W-18863-2021**

Time : 02:00 PM-05:00 PM  
Max. Marks: 60

**N.B :**

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

**SECTION - I**

- Q.1** Describe Integrated Marketing Communication and components of IMC. (12)
- Q.2** What are the steps of Media Planning Process? Explain with suitable examples. (12)
- Q.3** Discuss the concept of Integrated Marketing Communication Promotion. How does Consumer promotion work while implementing Integrated Marketing Communication tools? (12)
- Q.4** Elaborate Product Placement on television. Support your answer with suitable advertisements shown on television. (12)
- Q.5** Write short notes on **ANY THREE** of the following: (12)
- a) Branding in films
  - b) Objections on advertising
  - c) Advertising Budget
  - d) IMC Evaluation

**SECTION - II**

- Q.6** “Copy writing is a skill, process and an art”. Justify this statement and develop Ad-Copy for newspaper publicity of each of the following: (12)
- i) Baby products
  - ii) Hair oil
- Q.8** Design a Sales Promotion Program for a newly developed Smart Phone highlighting its differentiation and competitive advantages over other cell phones available in the market. (12)
- Q.7** What might be the Public Relations Strategies adopted by marketers of each of the following: (12)
- i) Motor Driving School
  - ii) Retail Mall

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